



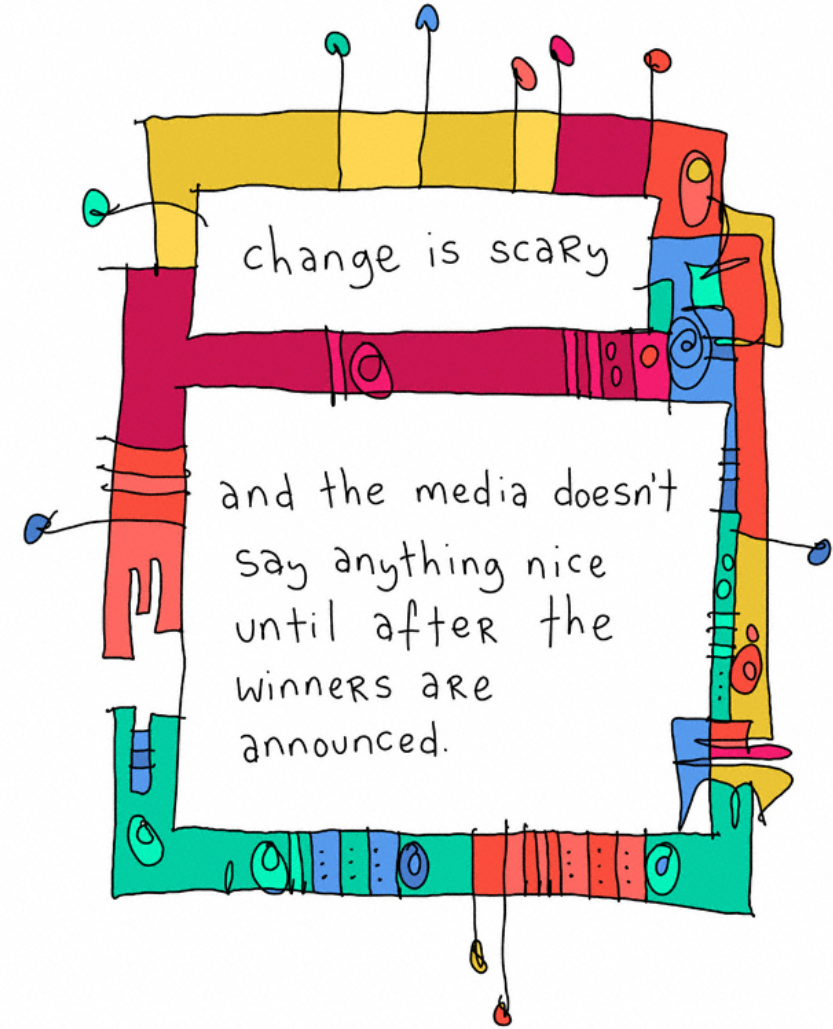
# Semiotic Collection

## Tony Hsieh

BIG BUSINESSES  
SPENDS MOST  
OF ITS TIME  
MANAGING  
FAILURE.



@gapingvoid

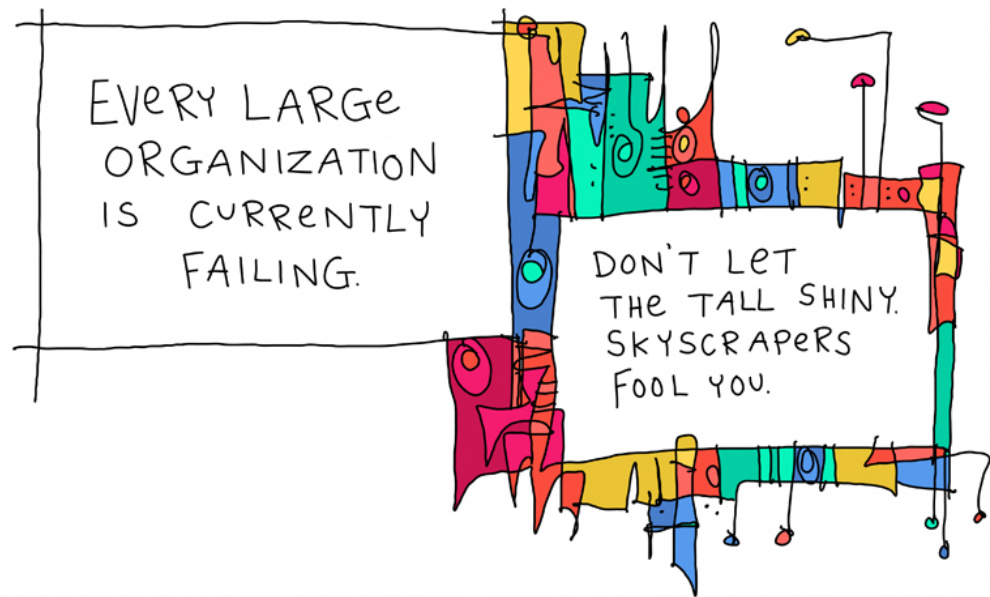


change is scary

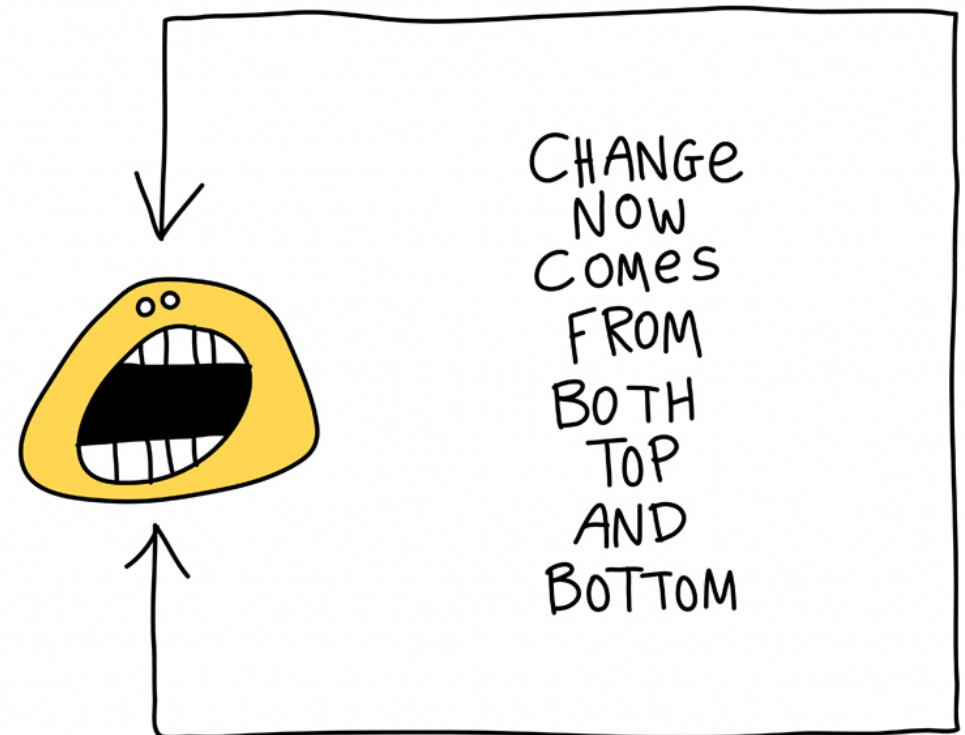
and the media doesn't  
say anything nice  
until after the  
winners are  
announced.

@gapingvoid

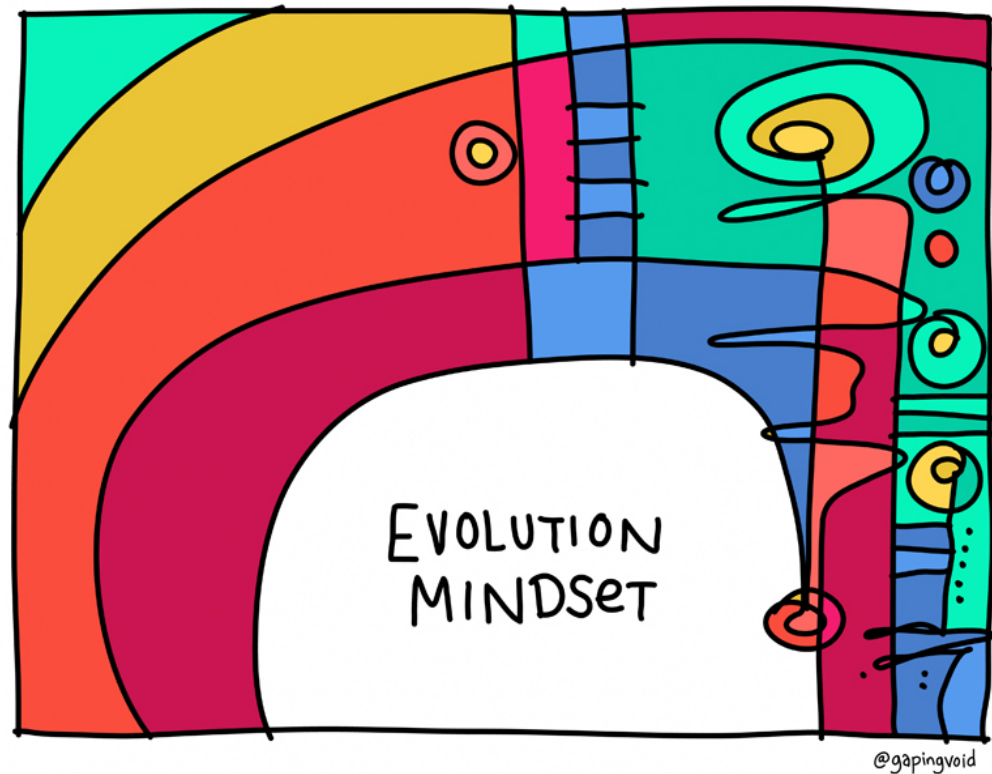


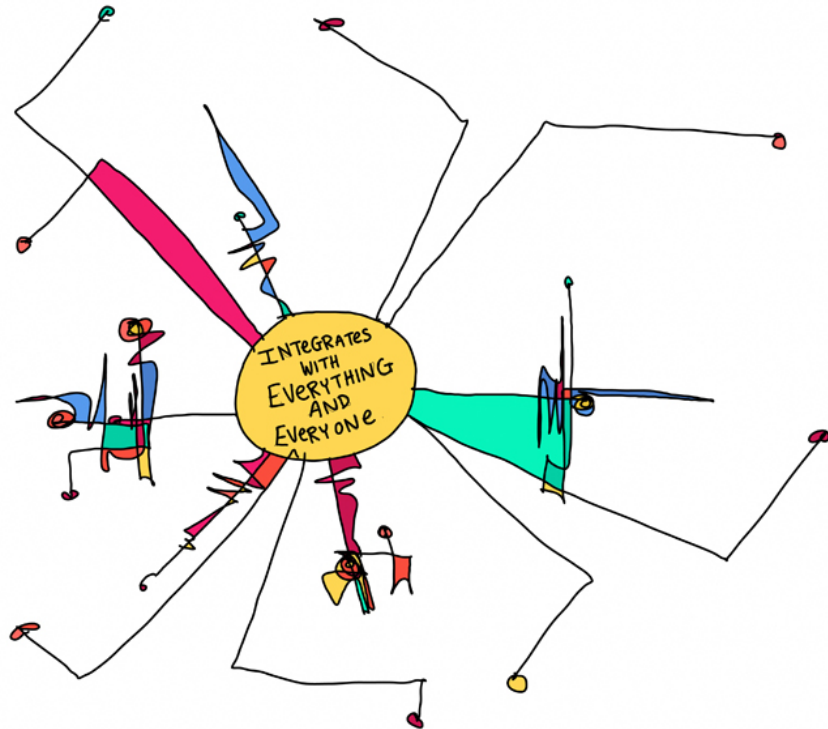


@gapingvoid



@gapingvoid

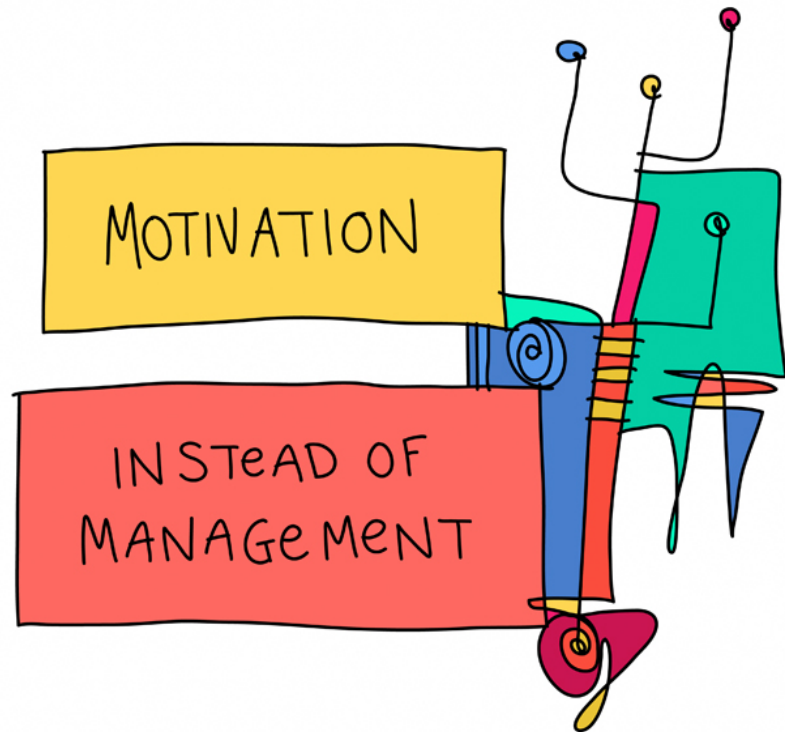




@gapingvoid



@gapingvoid

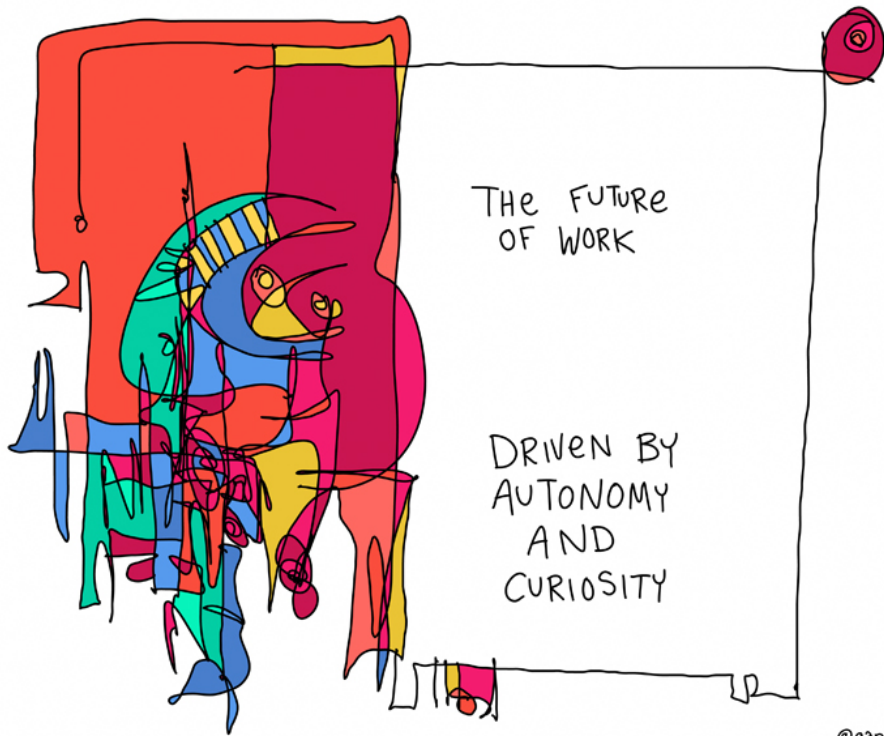


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THE FUTURE  
OF WORK

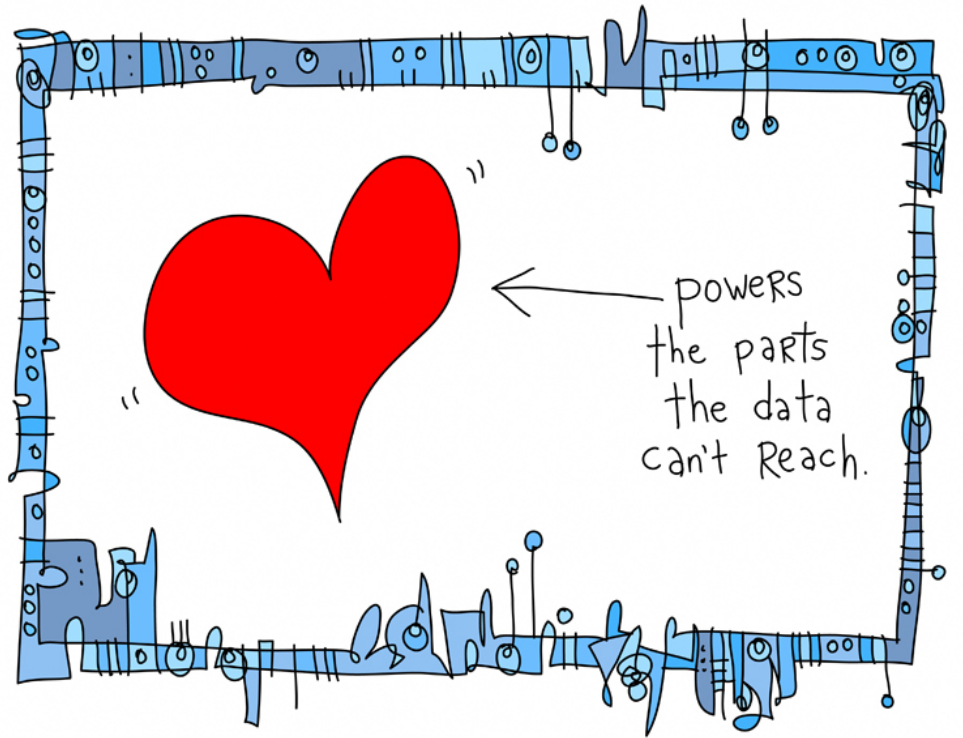
DRIVEN BY  
AUTONOMY  
AND  
CURIOSITY

@gapingvoid

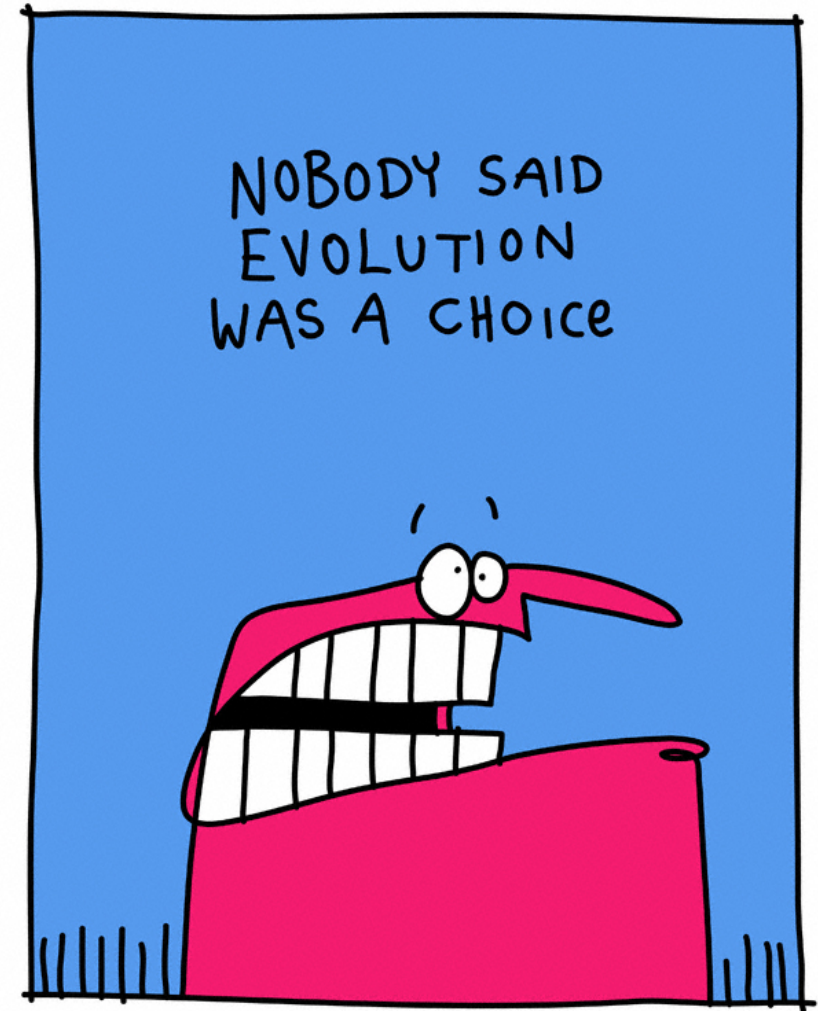


PEOPLE EVOLVE  
BEFORE  
ORGANIZATIONS  
DO

@gapingvoid



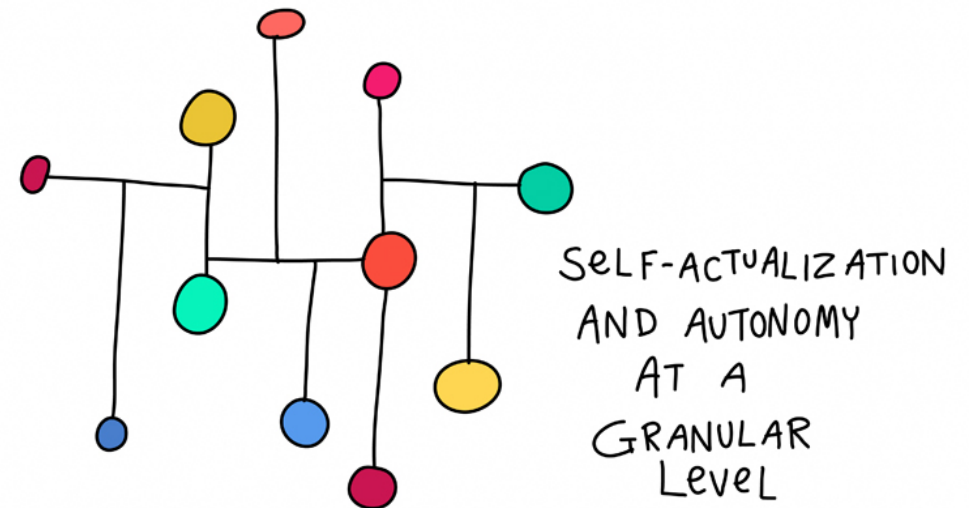
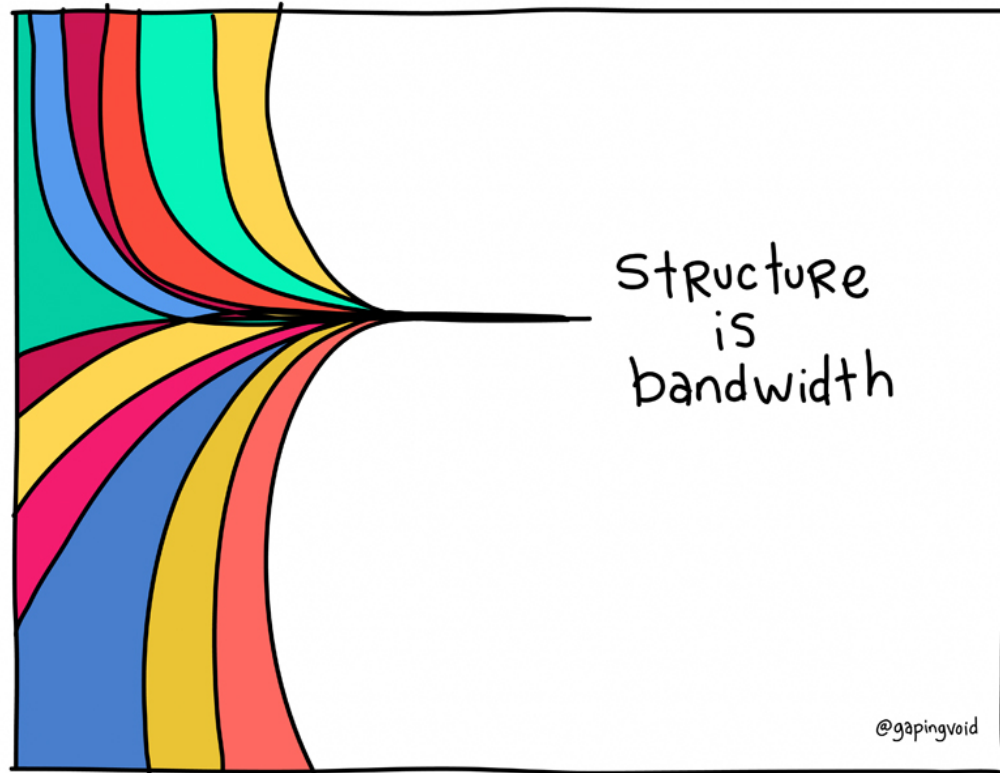
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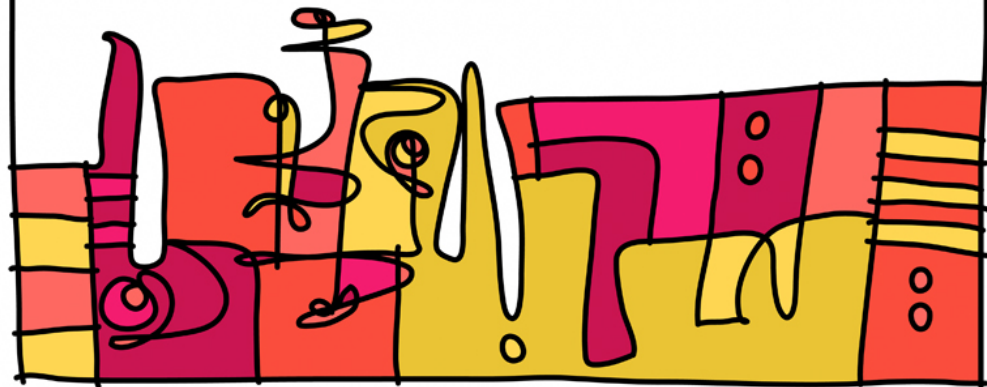
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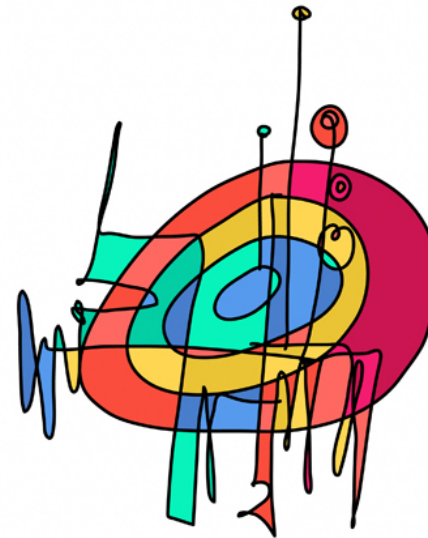




YOUR TEAM  
ARE NOT  
YOUR PARENTS

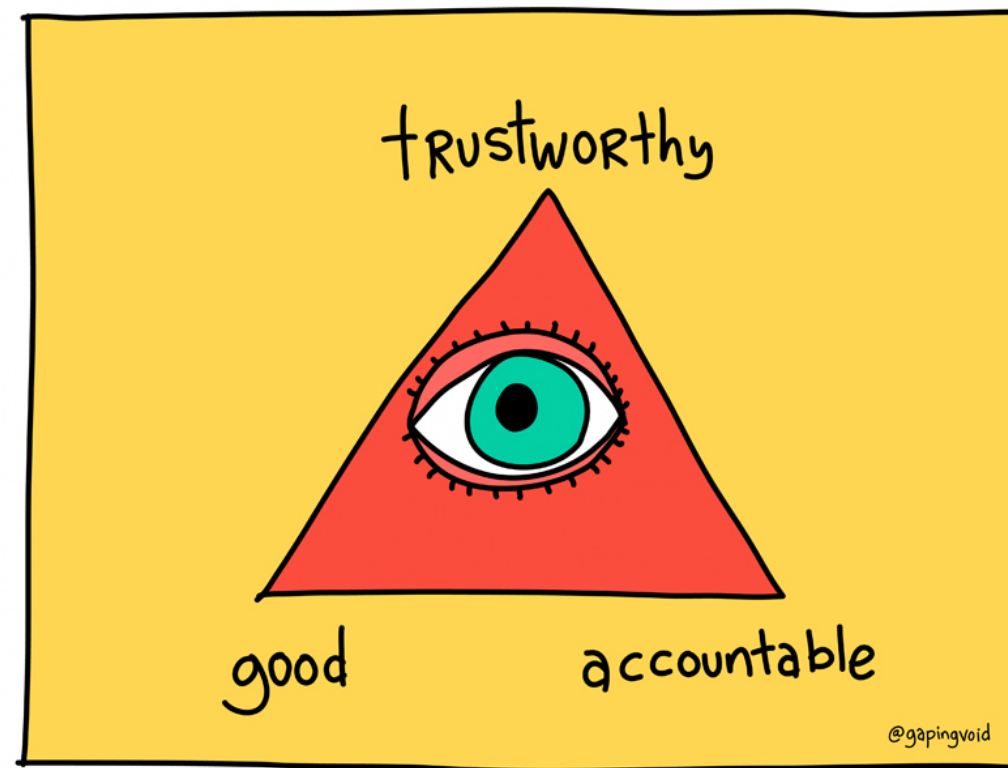
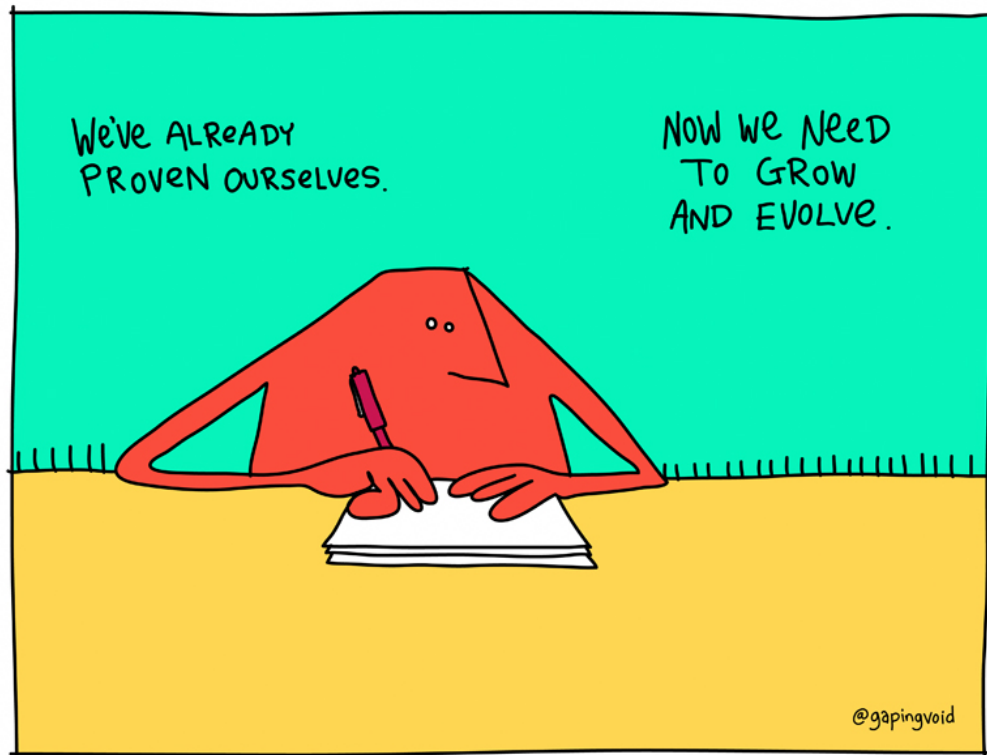


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SELF-MANAGEMENT  
GIVES THE INDIVIDUAL  
A GREATER RANGE  
OF COLLABORATION  
AND EXPERIENCES

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# Semiotic Collection

## Zappos

# Zappos Culture Wall™

deliver **WOW**  
through service



@gapingvoid

be humble



@gapingvoid

build open honest  
relationships with  
communication



@gapingvoid

create fun and  
a little weirdness



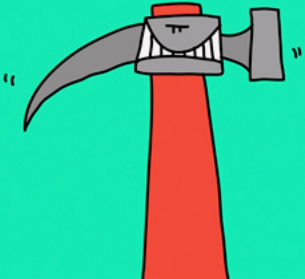
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do more  
with less



@gapingvoid

embrace and  
drive change



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build a positive  
team + family  
spirit



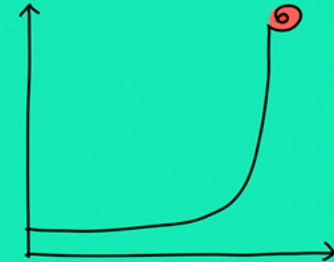
@gapingvoid

be adventurous,  
creative, and  
open-minded



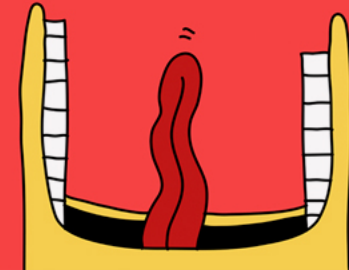
@gapingvoid

pursue growth  
and learning



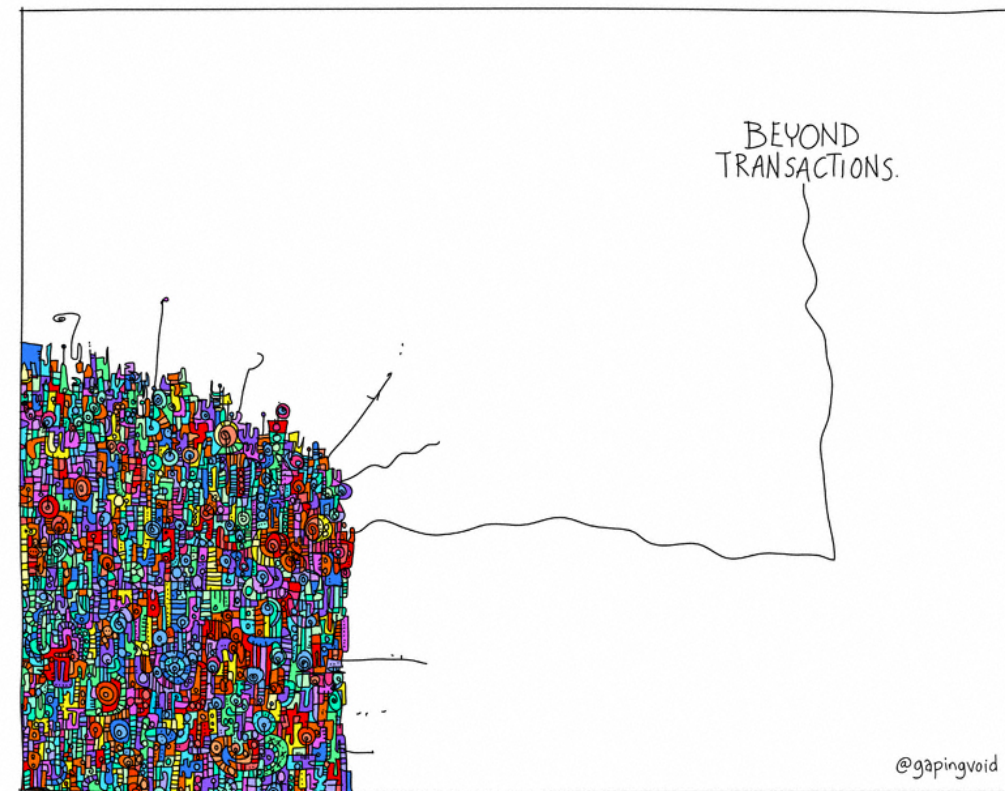
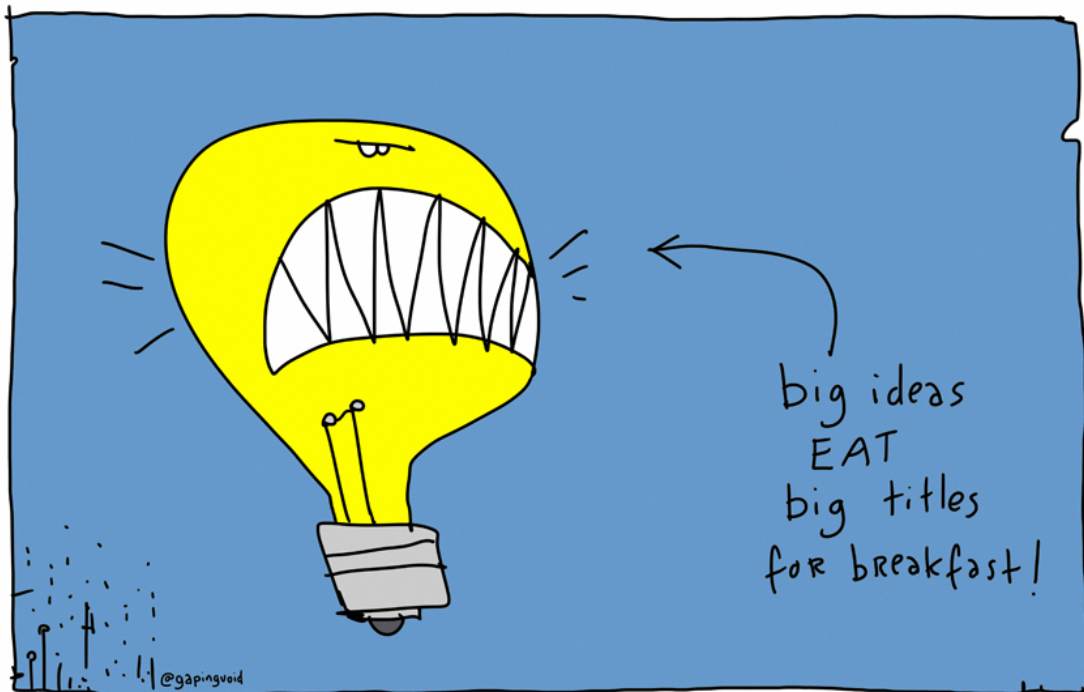
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be passionate  
and determined



@gapingvoid





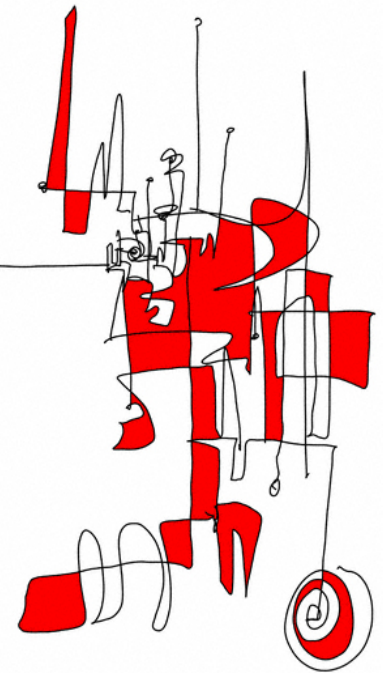


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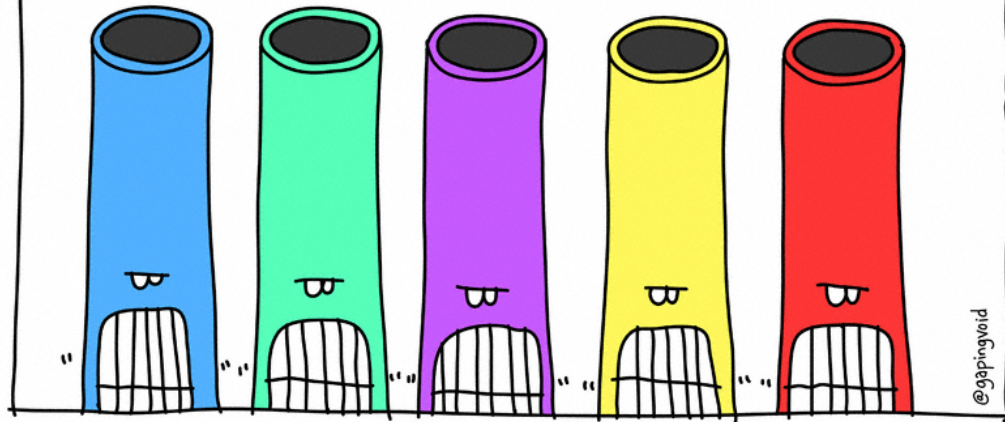
WE NEED TO  
BE ALLOWED  
TO QUESTION

---

WHAT WE'RE  
ALLOWED TO  
BE GOOD AT.

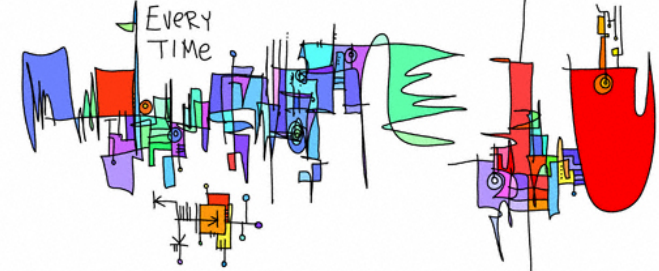


## BREAKING DOWN SILOS:



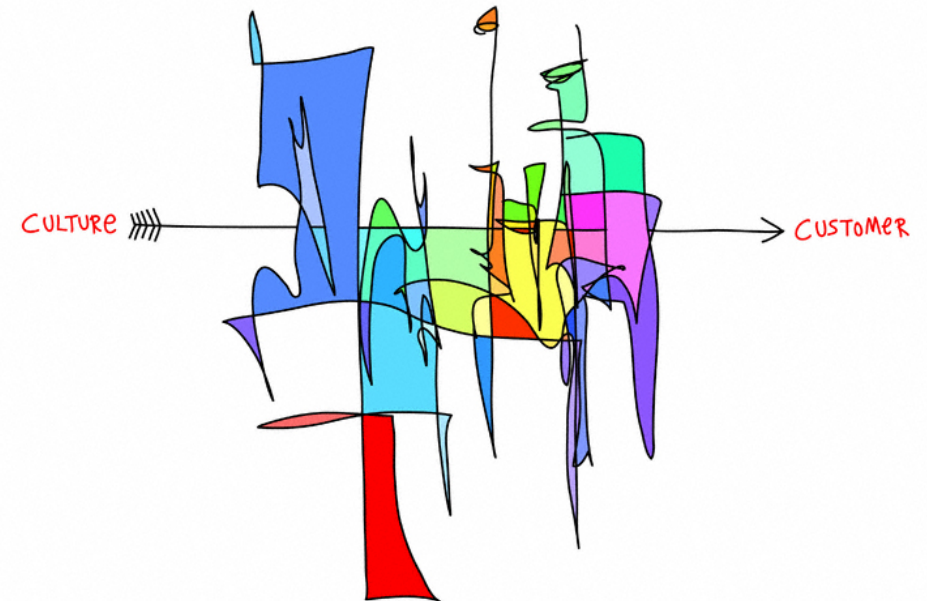
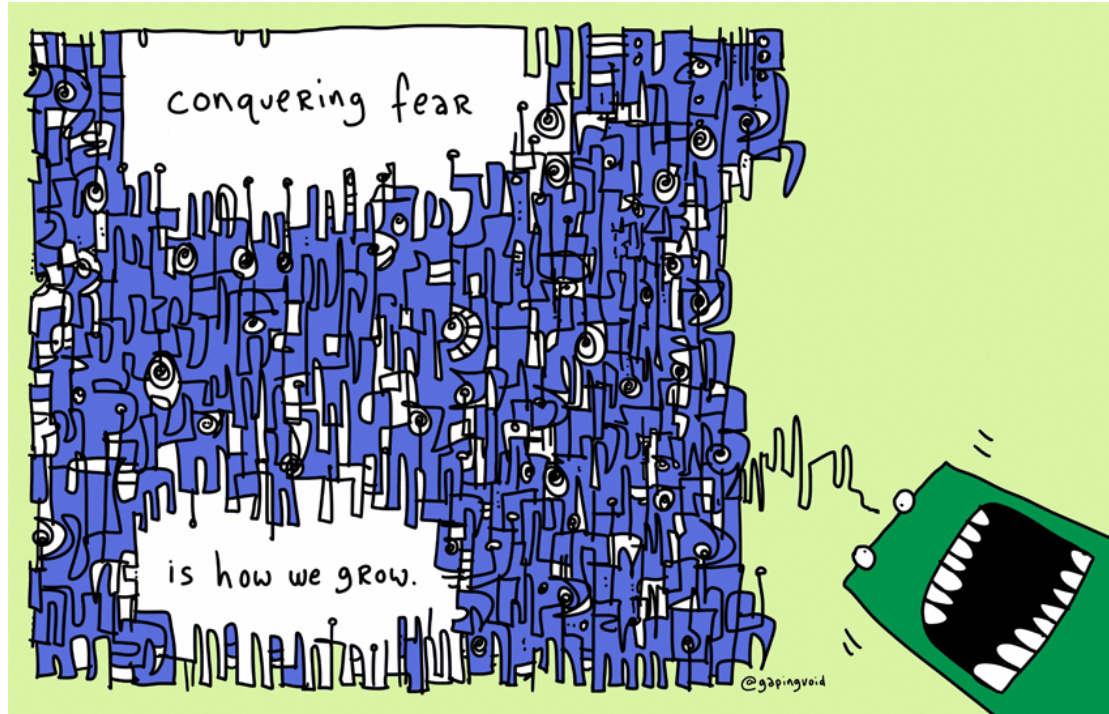
MY CUSTOMER  
GETS  
MY BEST SELF

EVERY  
TIME

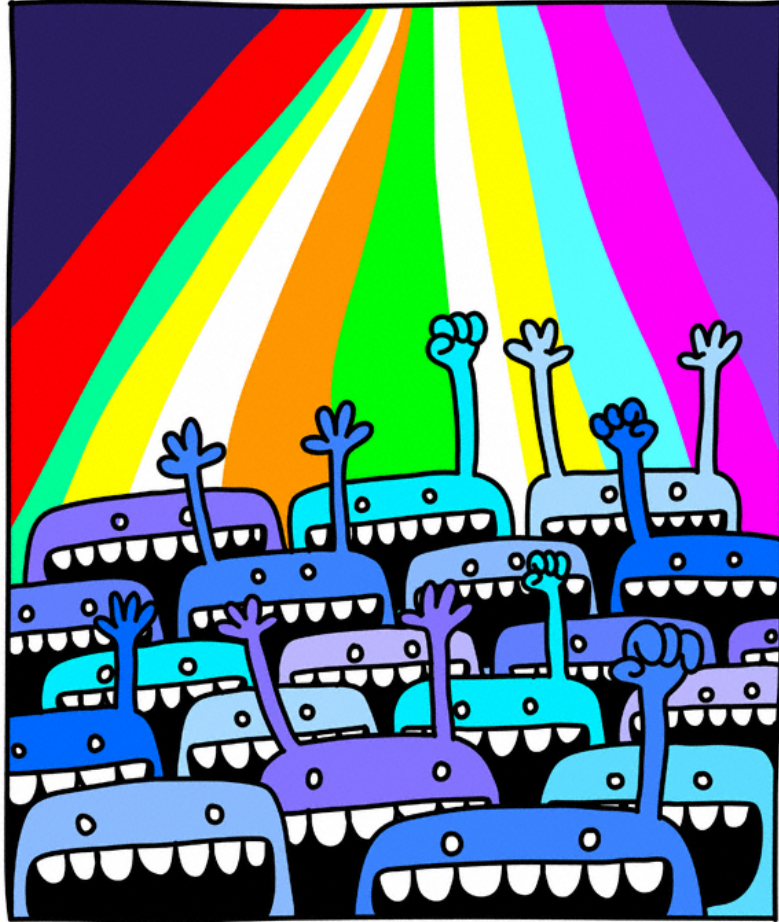


OR MY MANAGER  
AND I  
ARE GOING  
TO HAVE WORDS.





# Culture is a club



@gapingvoid

**gapingvoid**  
Culture Design Group

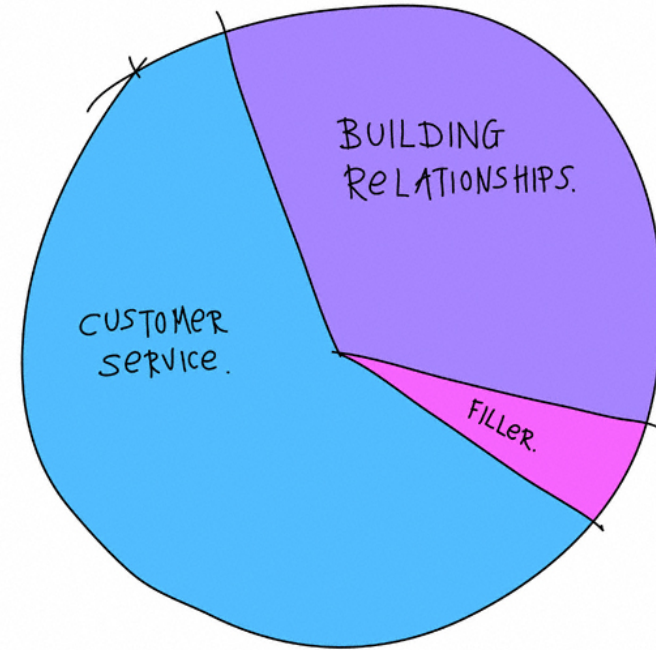
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Gapingvoid Culture Design  
Group LLC 2020

## CELEBRATE STRENGTHS!



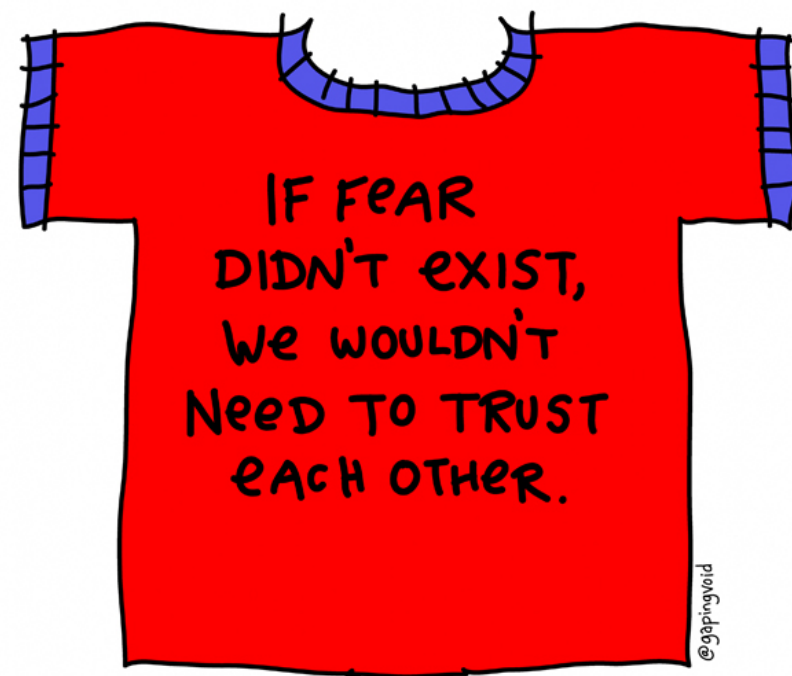
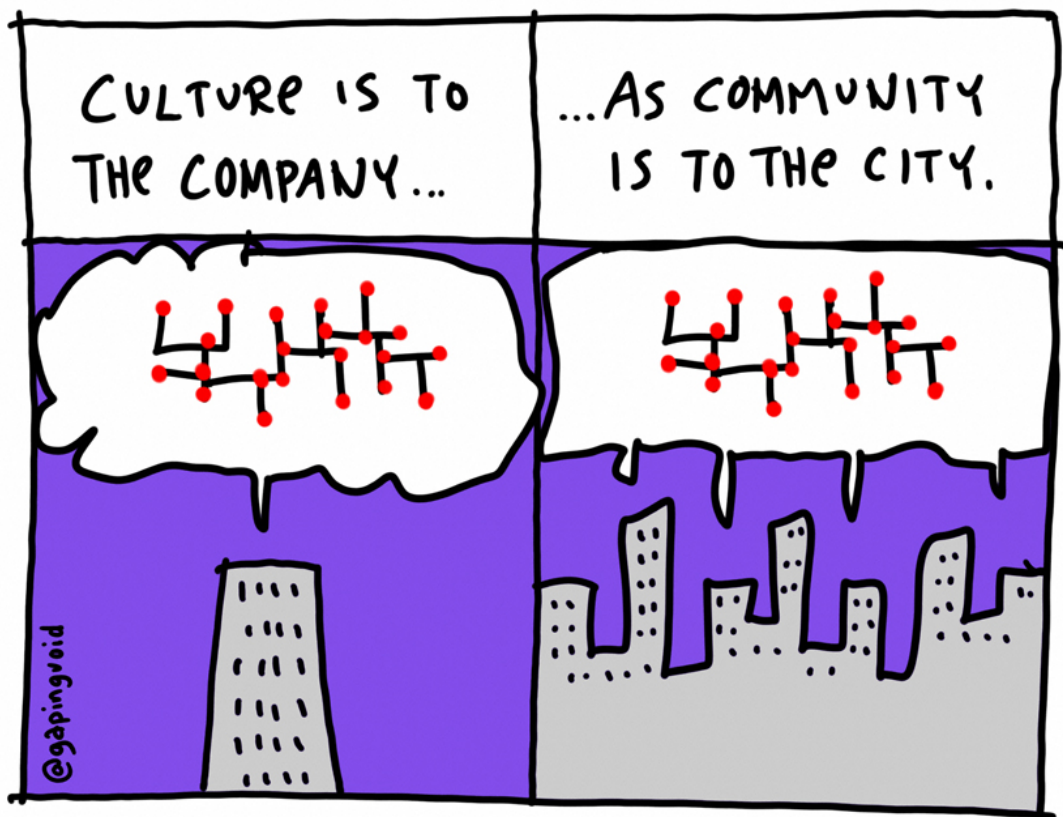
@gapingvoid

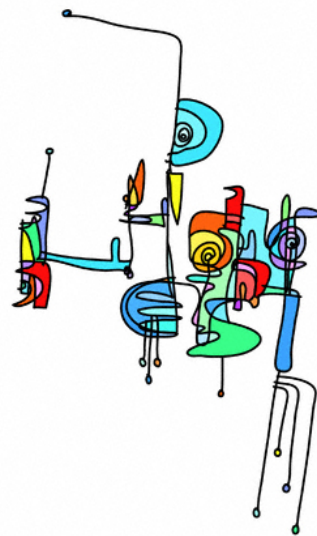
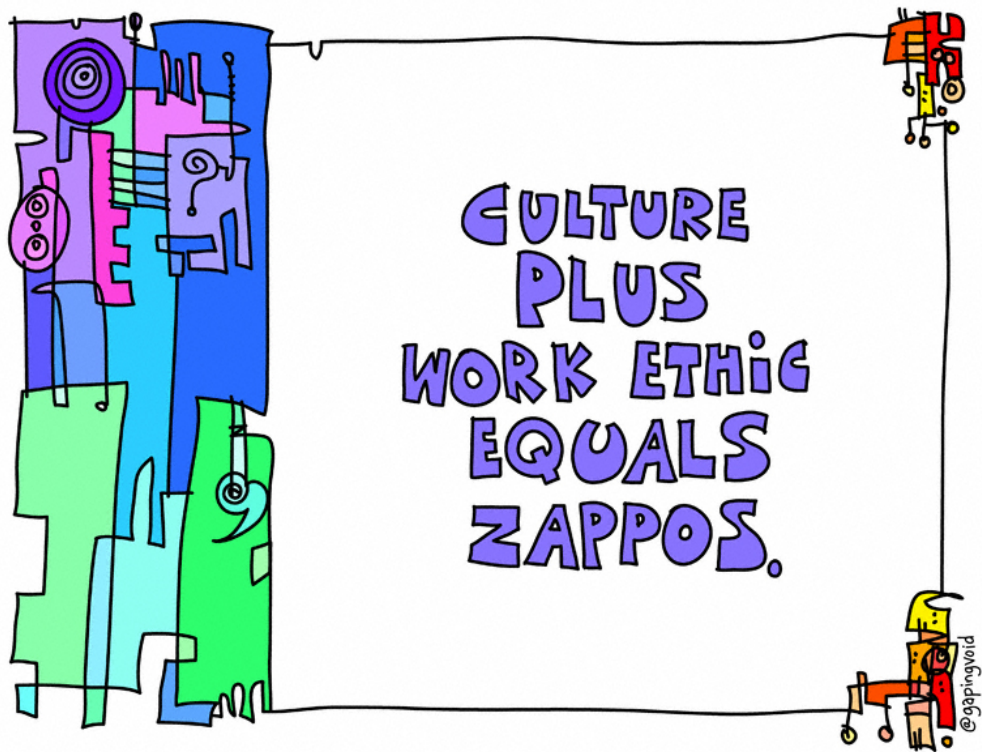




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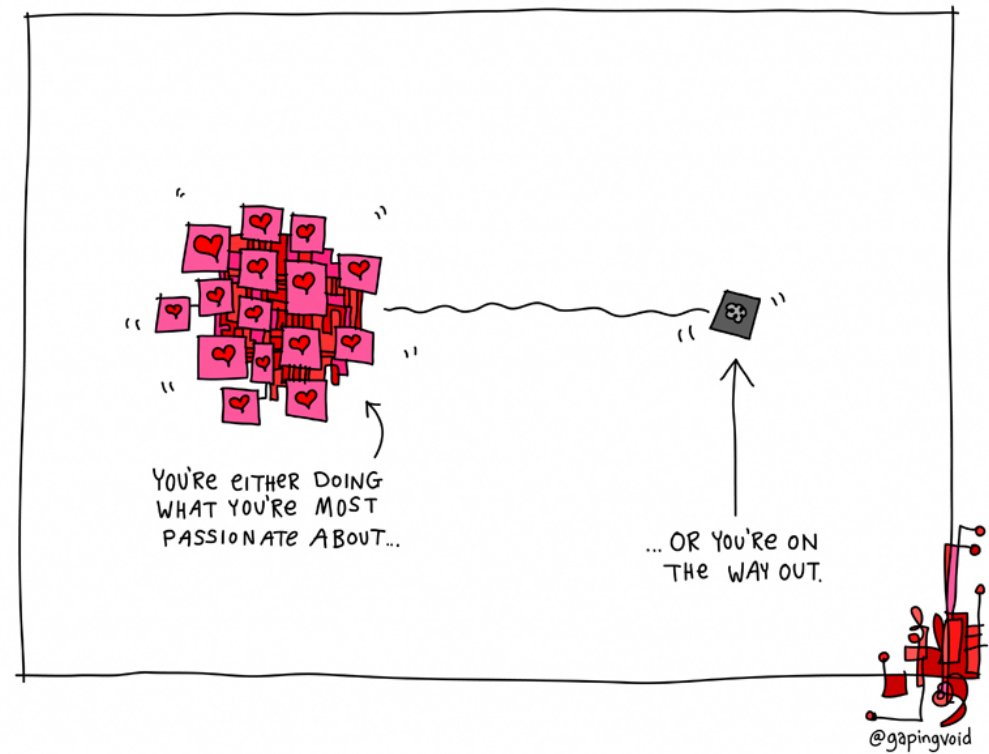




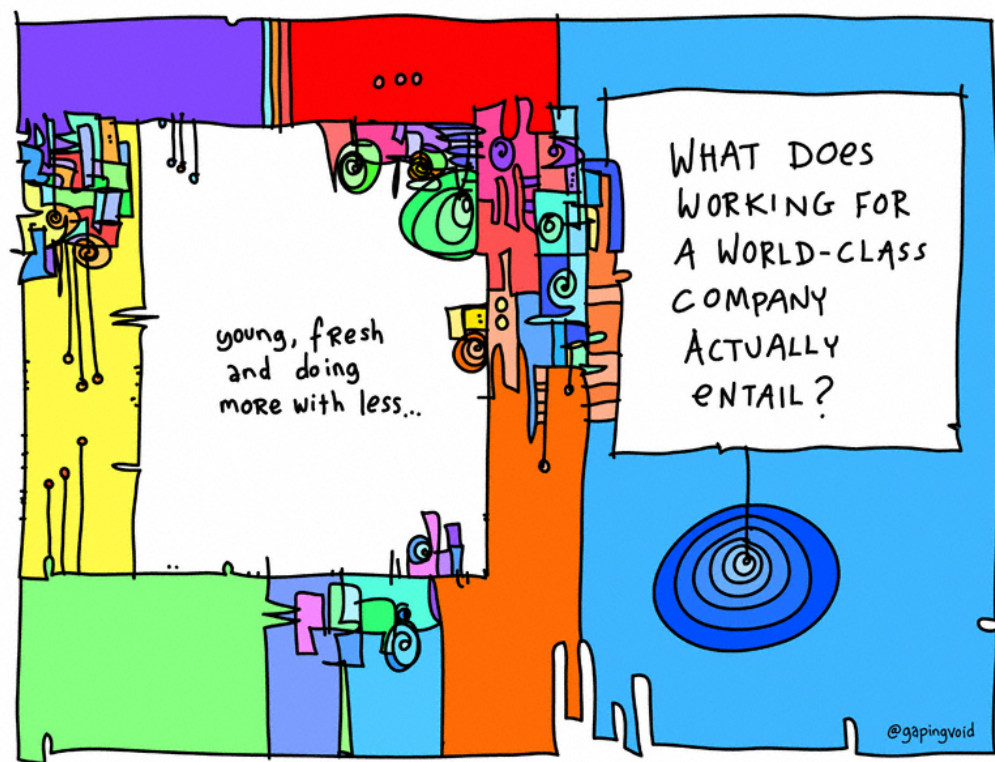


**CULTURE**  
**is**  
**WORK**  
**ETHIC.**

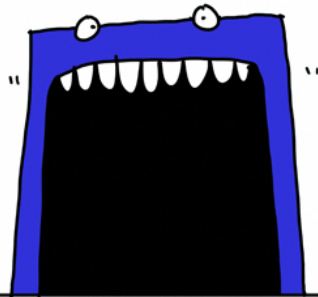
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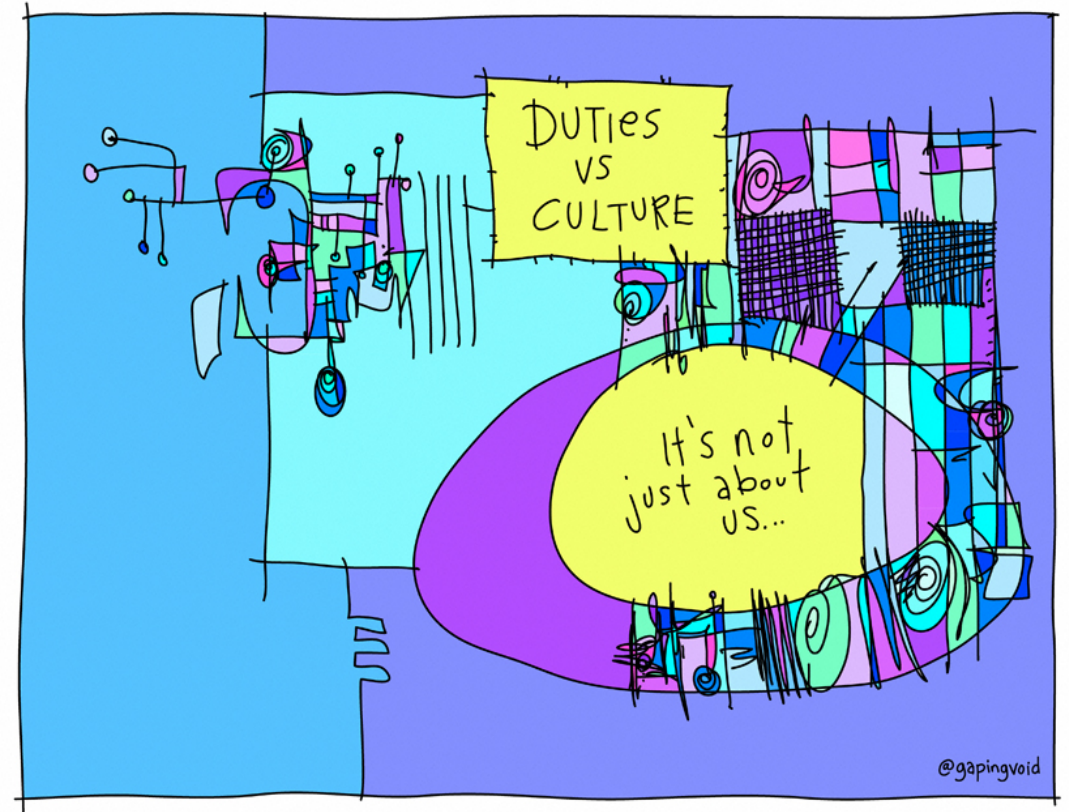
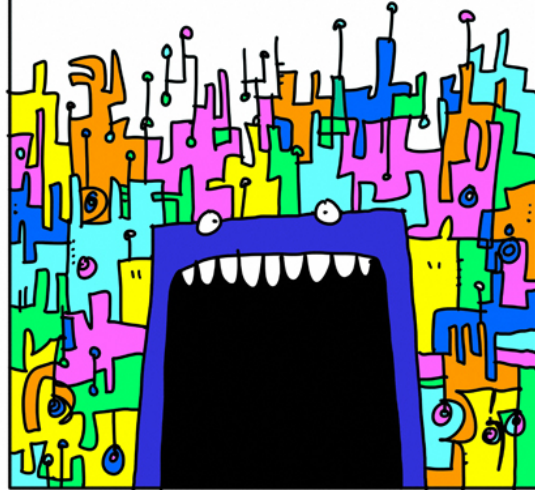


THINK OF THE OFFICE  
AS A PLACE WHERE...

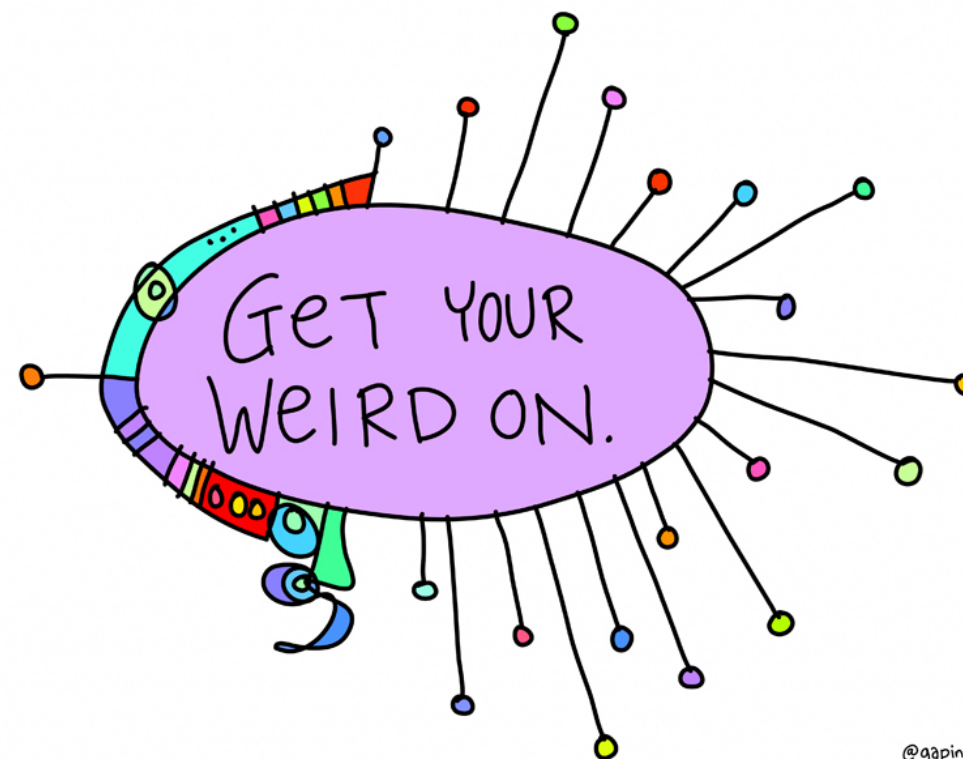


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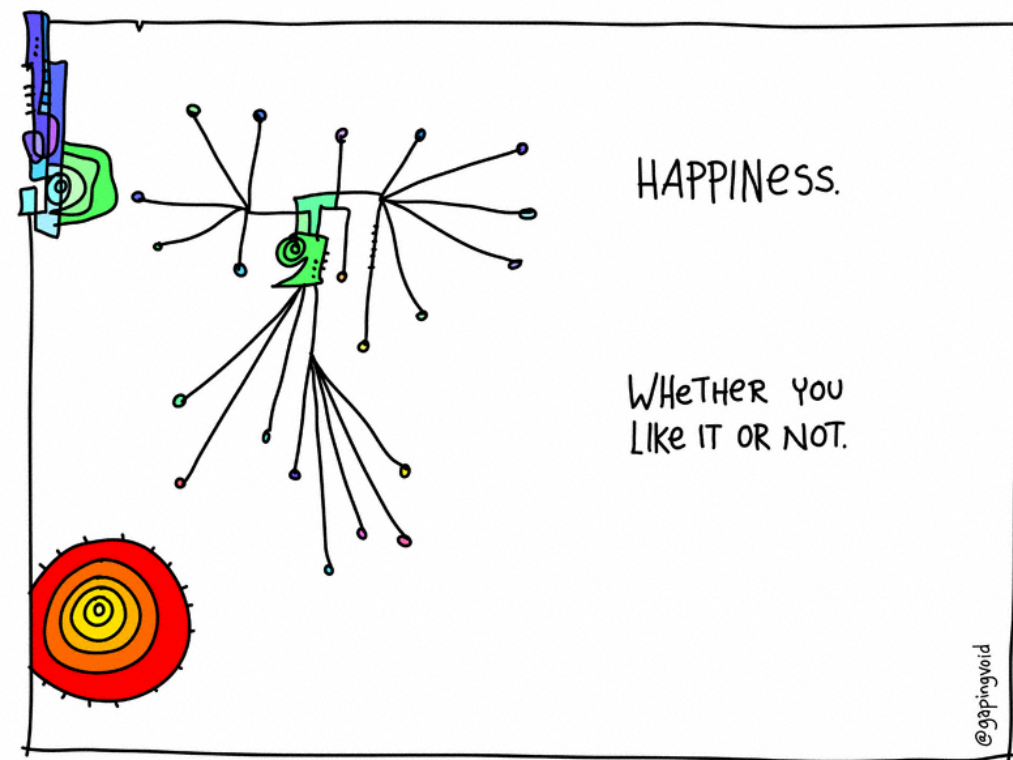
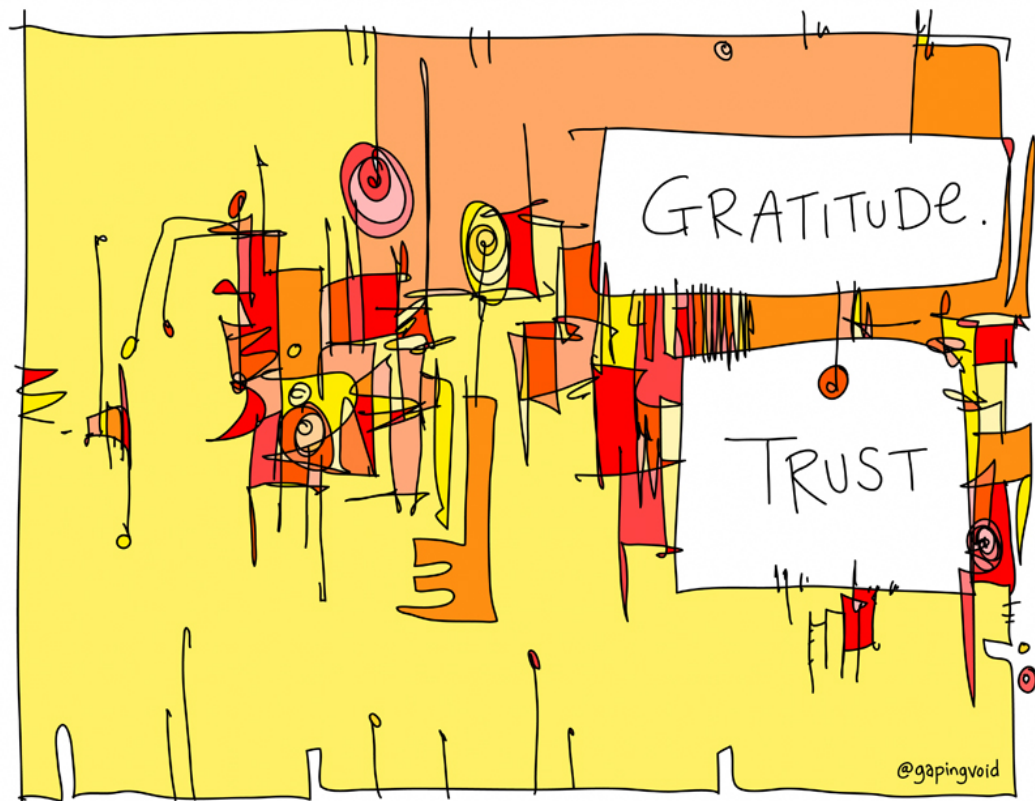
DEEP HUMAN CONNECTION  
IS UNLEASHED.

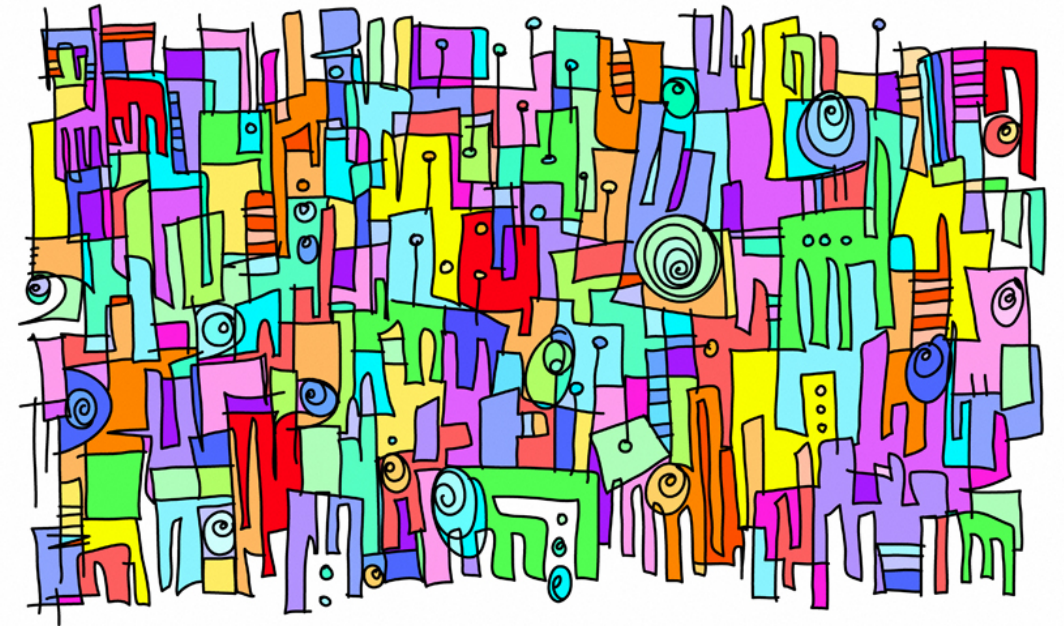
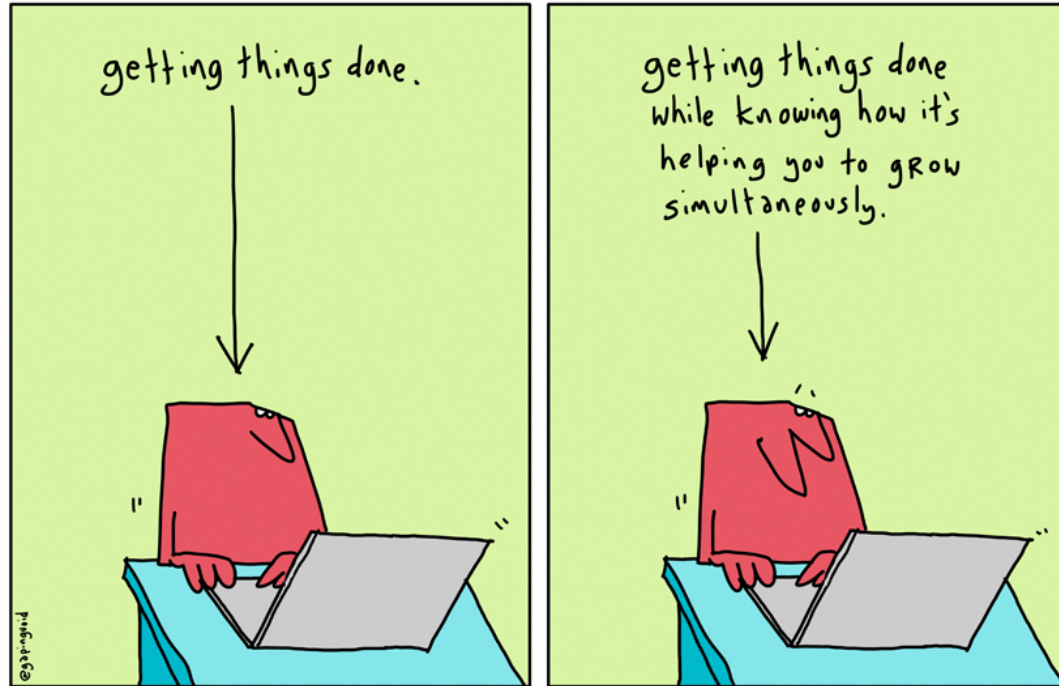


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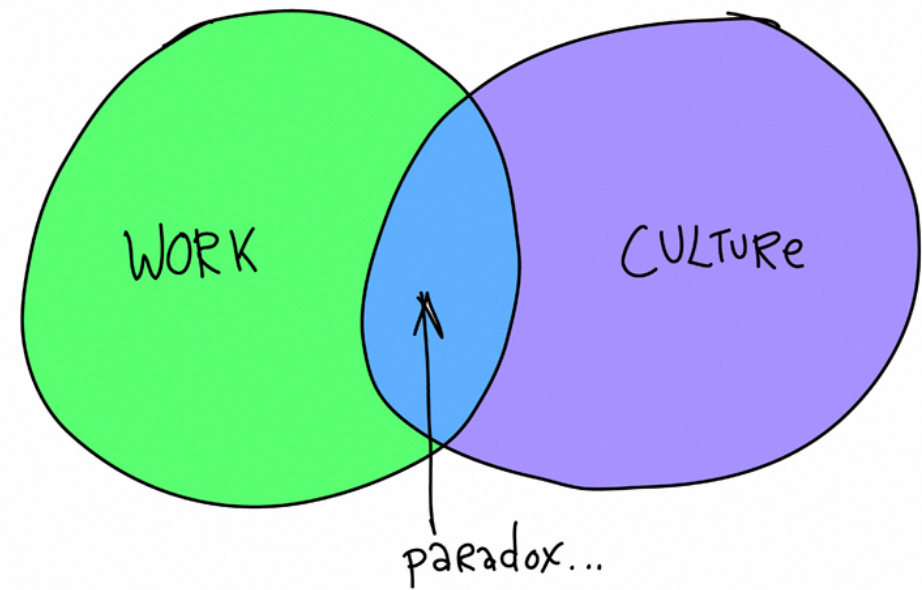
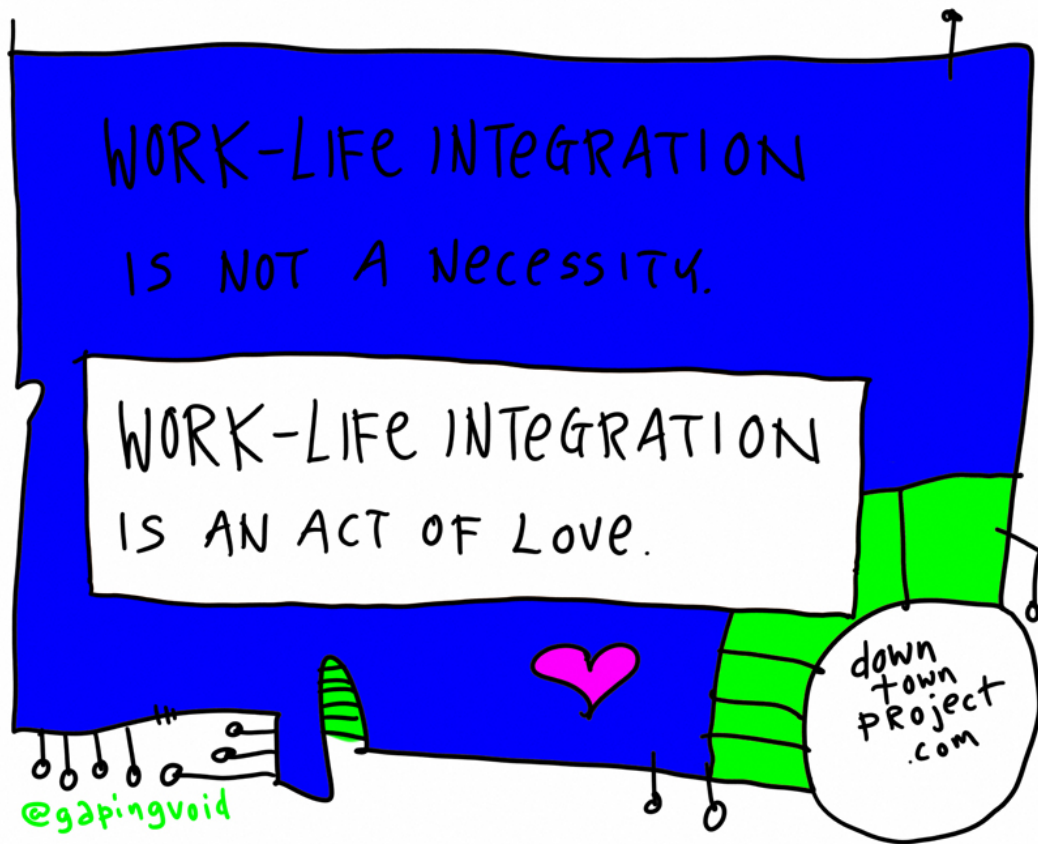






If we are open with ourselves,  
the world will be open with us.

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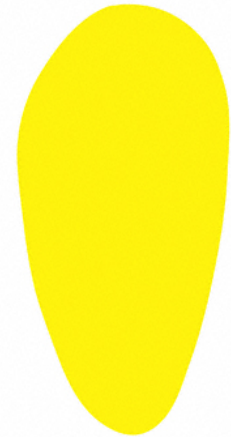
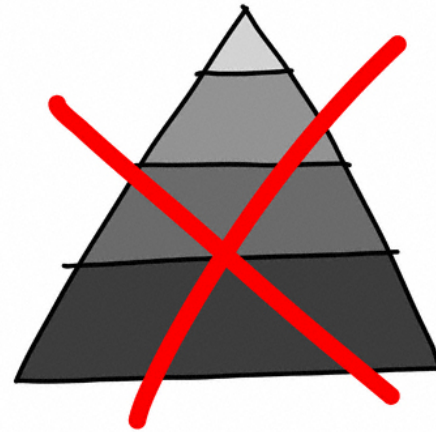
INNOVATION IS AN  
ORGANIC PROCESS.



SO IS A BUSINESS.

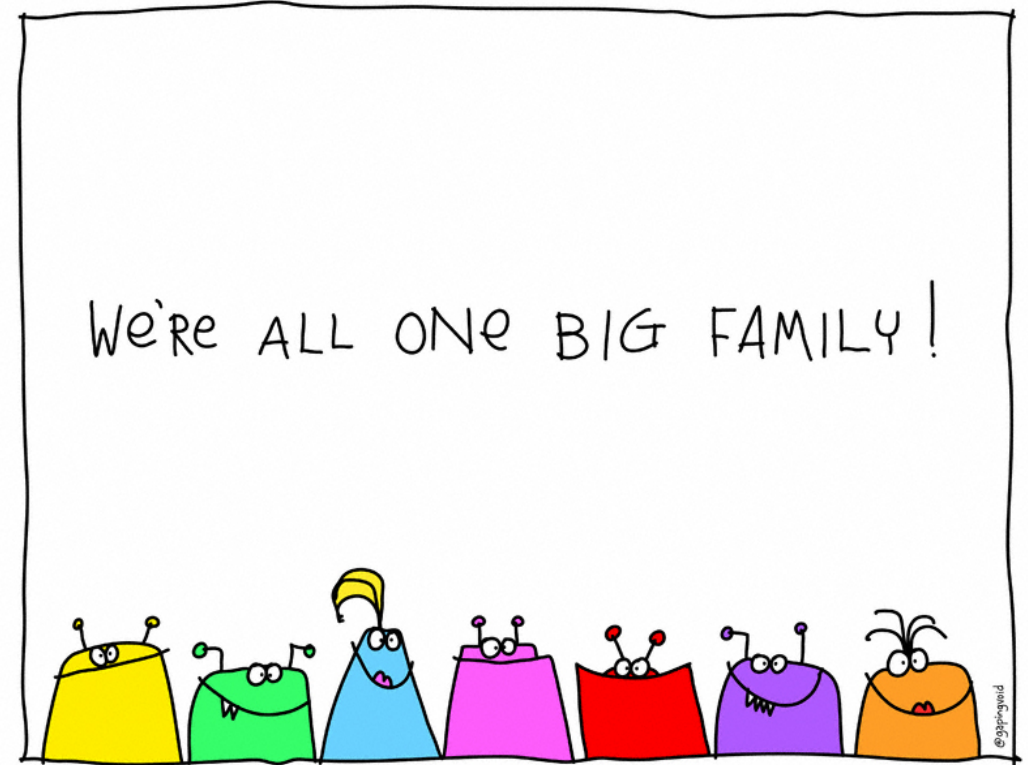
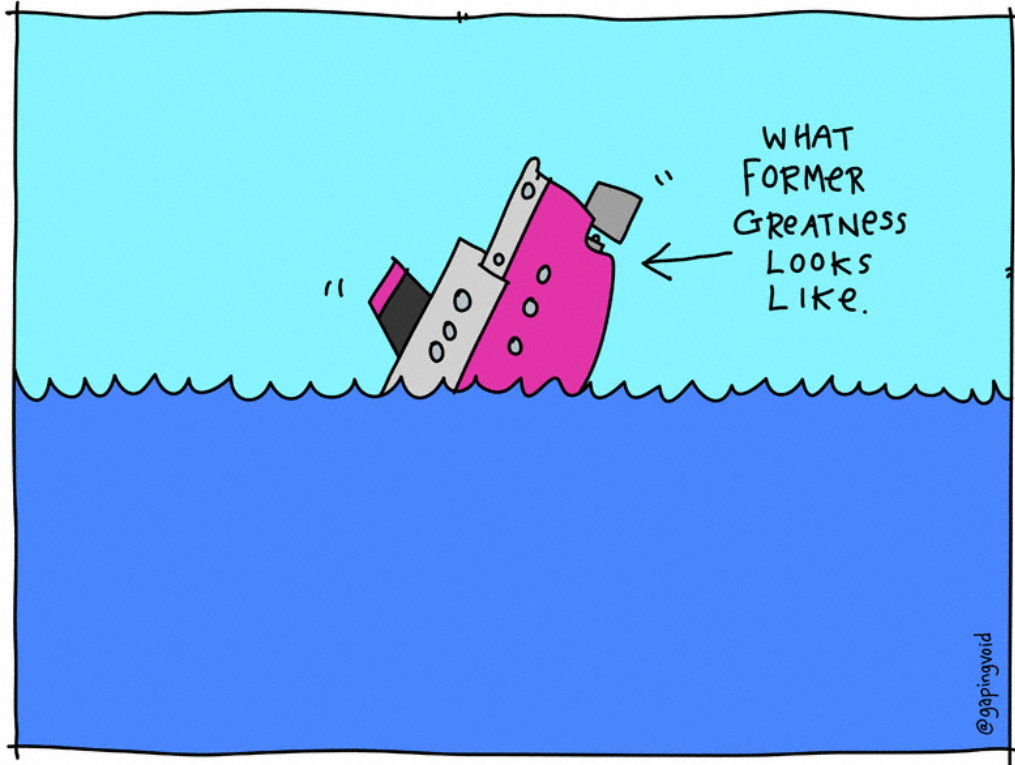
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HOLOCRACTY isn't hierarchy,



it's an inspirarchy!

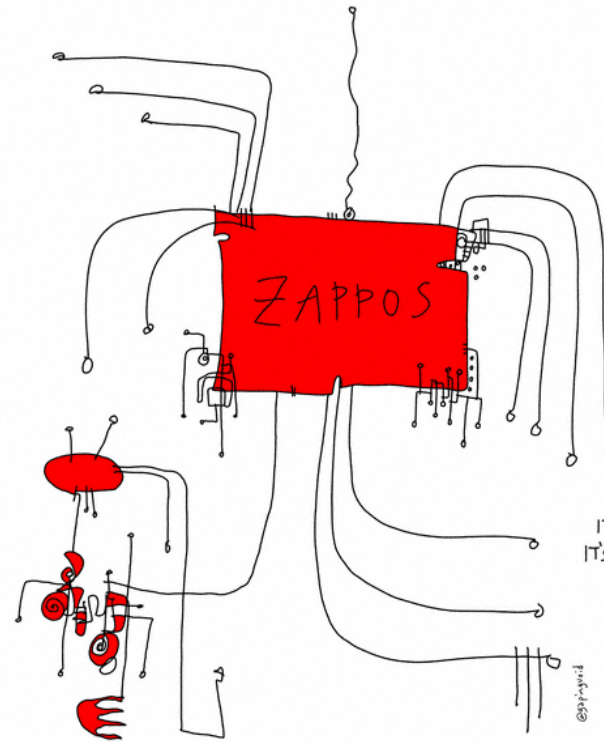
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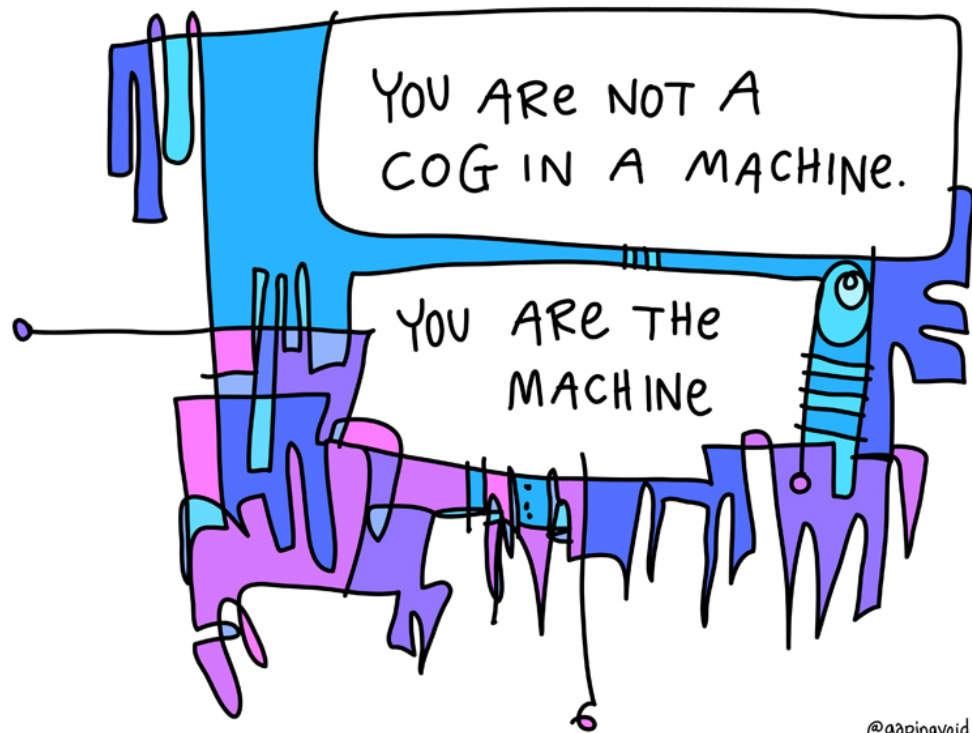
We don't have an easy button

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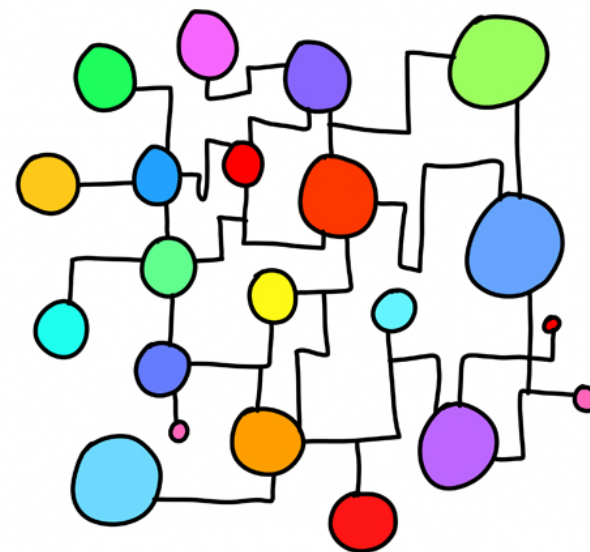


IT'S NOT WHAT WE ARE,  
IT'S WHAT WE WANT TO BE.

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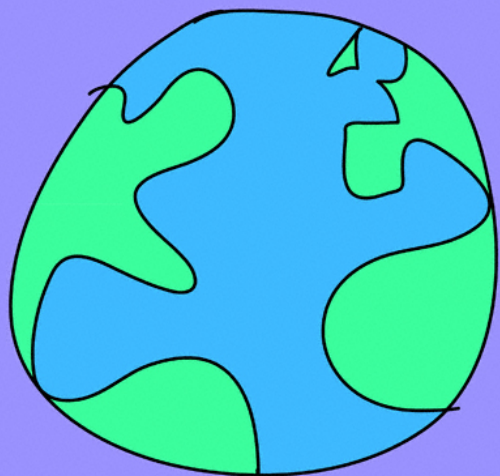
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WHERE ALL  
THE ATOMS  
FEEL  
ACCOUNTABLE.

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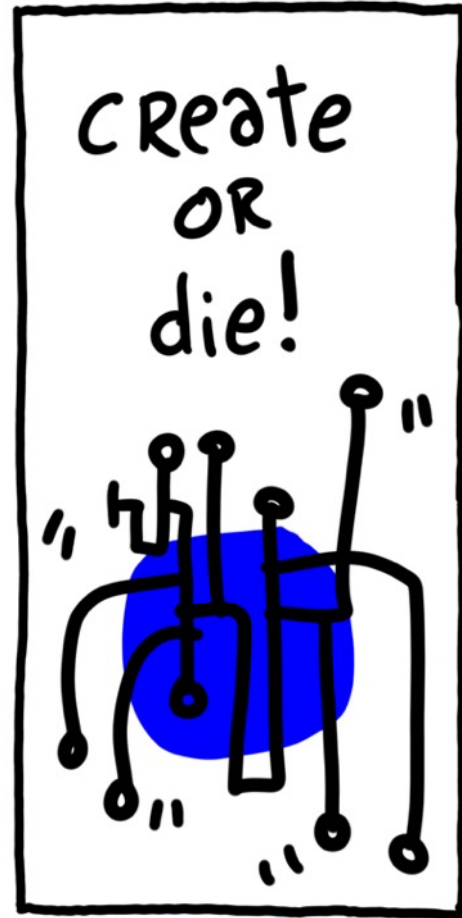
WE HAVE TO  
BE A  
WORLD-CLASS  
COMPANY  
OR ELSE IT  
JUST ISN'T  
GOING TO  
WORK.

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WE ARE  
FAMILY.



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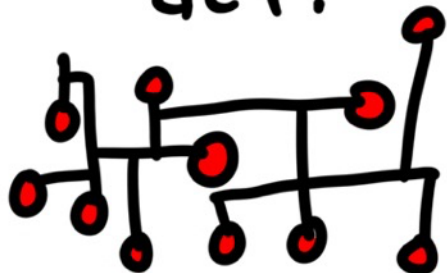


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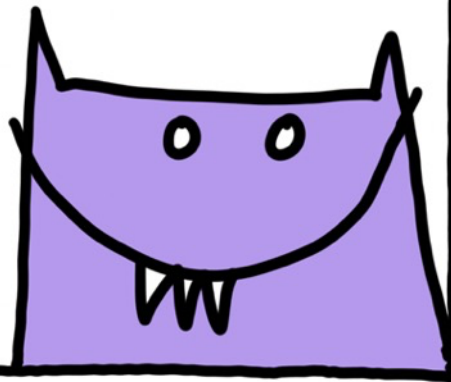


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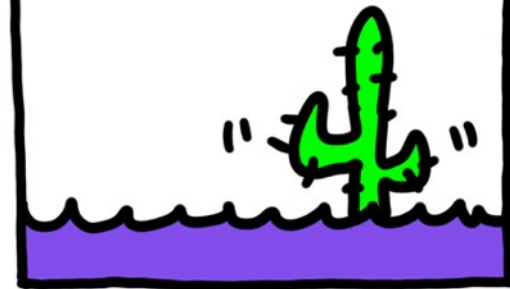
moving  
to  
vegas  
was a  
creative  
act.

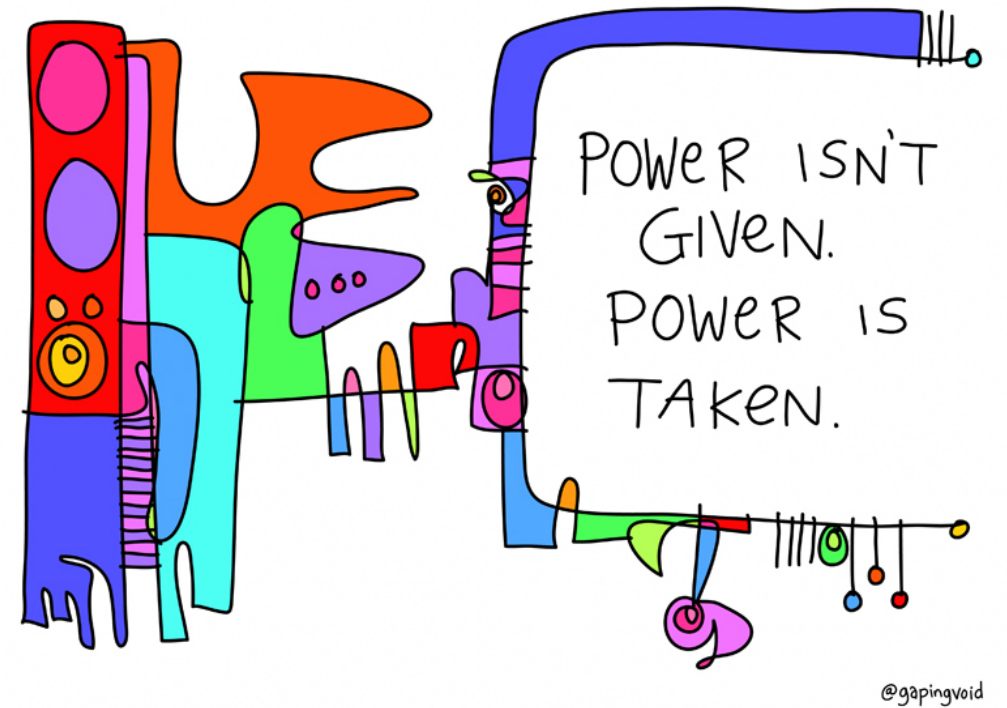
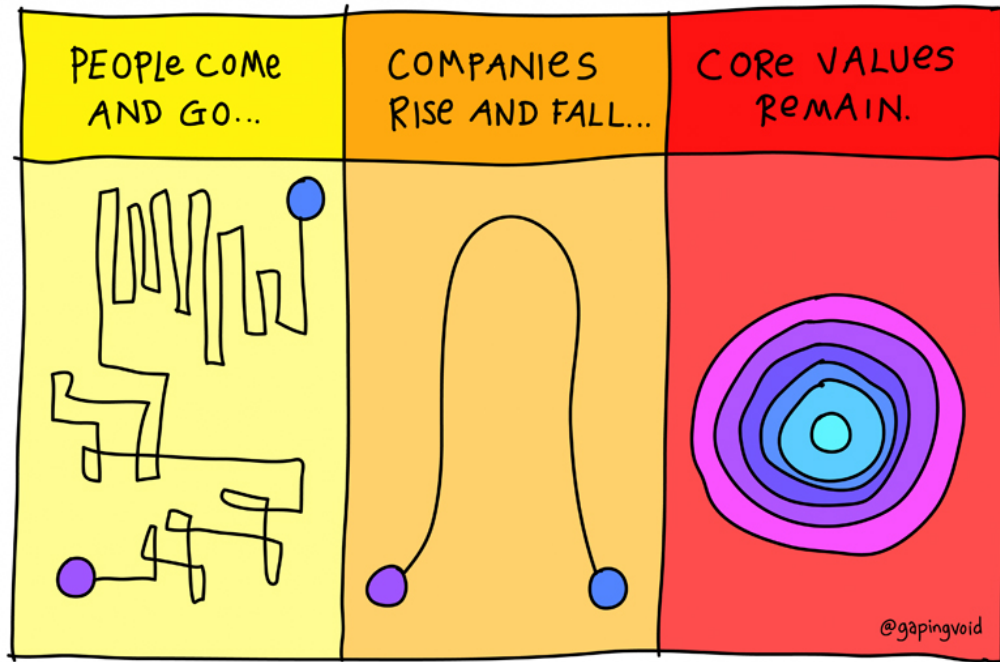


there  
is no  
purpose  
without  
play.

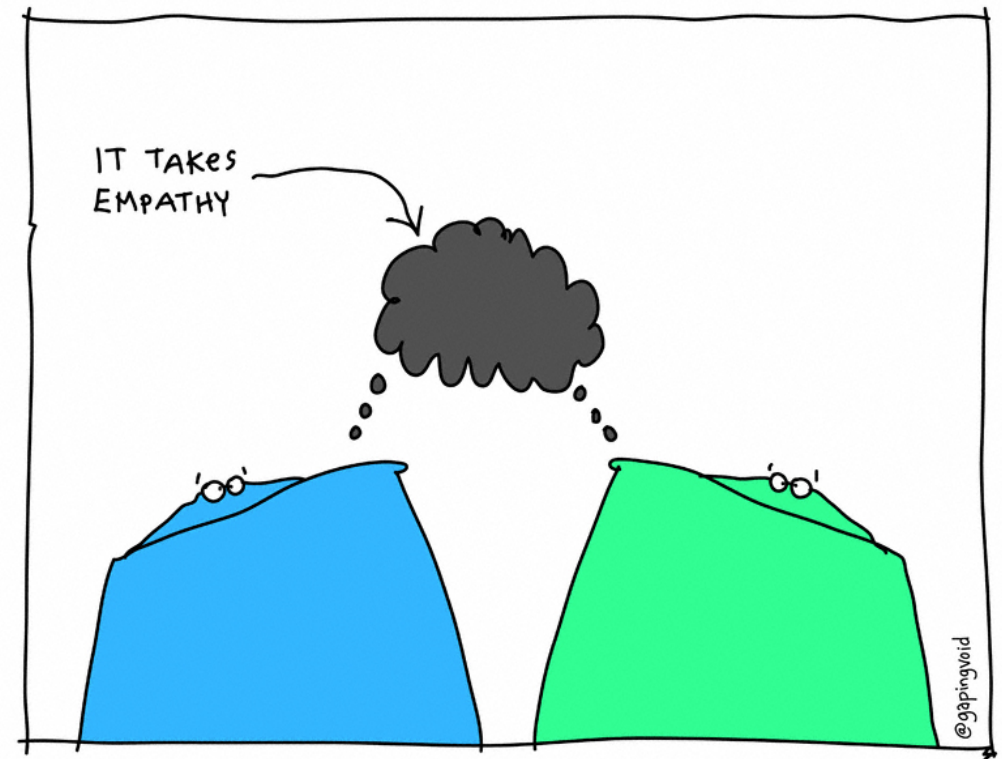
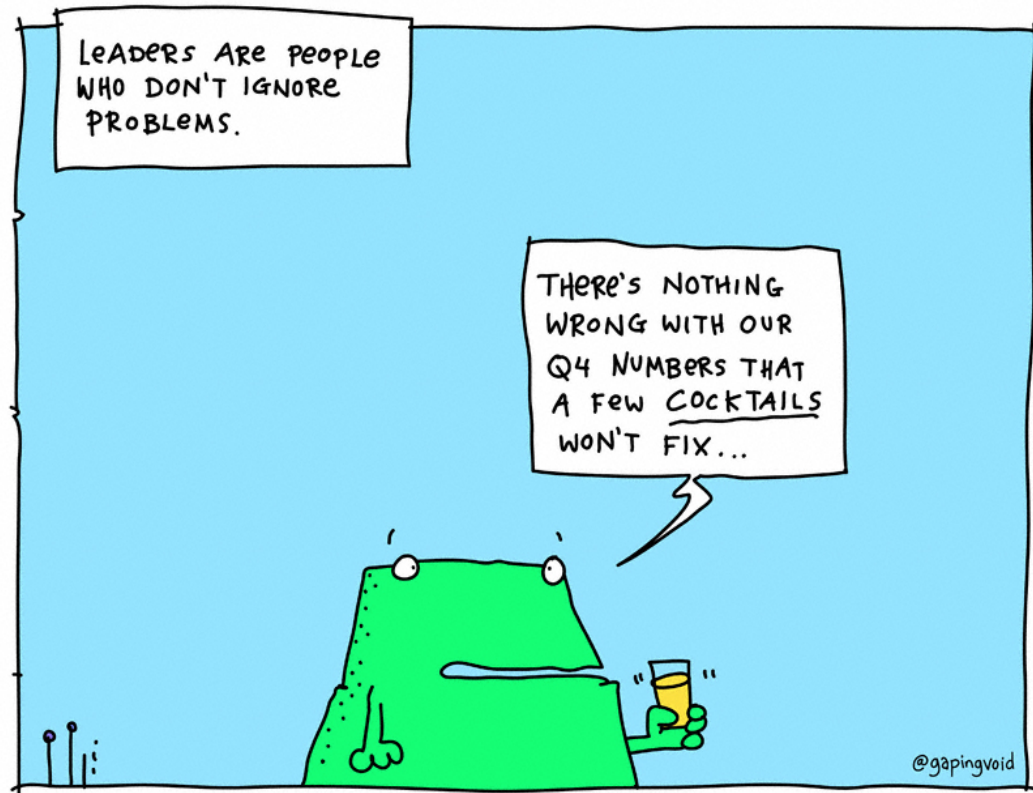


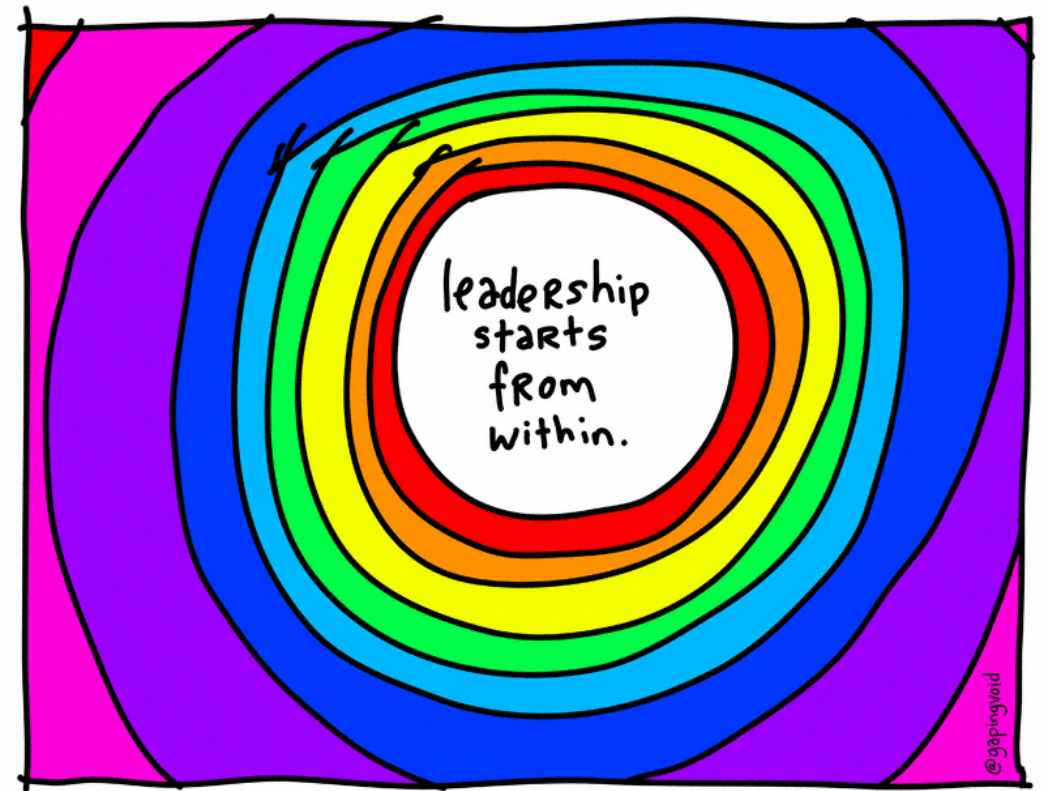
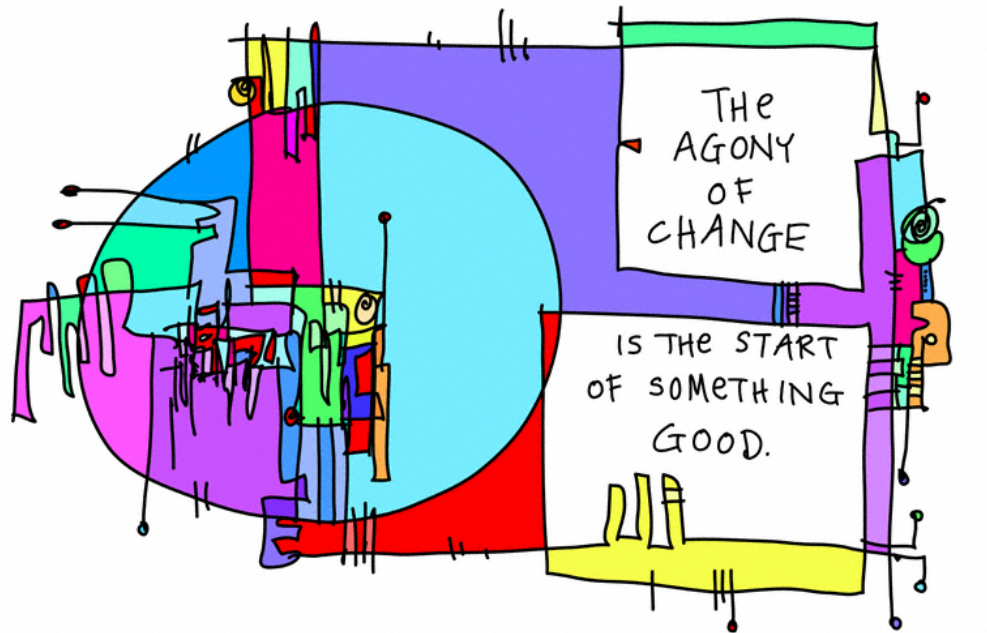
IF YOU HAVE  
BROUGHT  
WATER TO  
THE DESERT,  
YOUR LIFE  
HAS BEEN  
WELL SPENT.



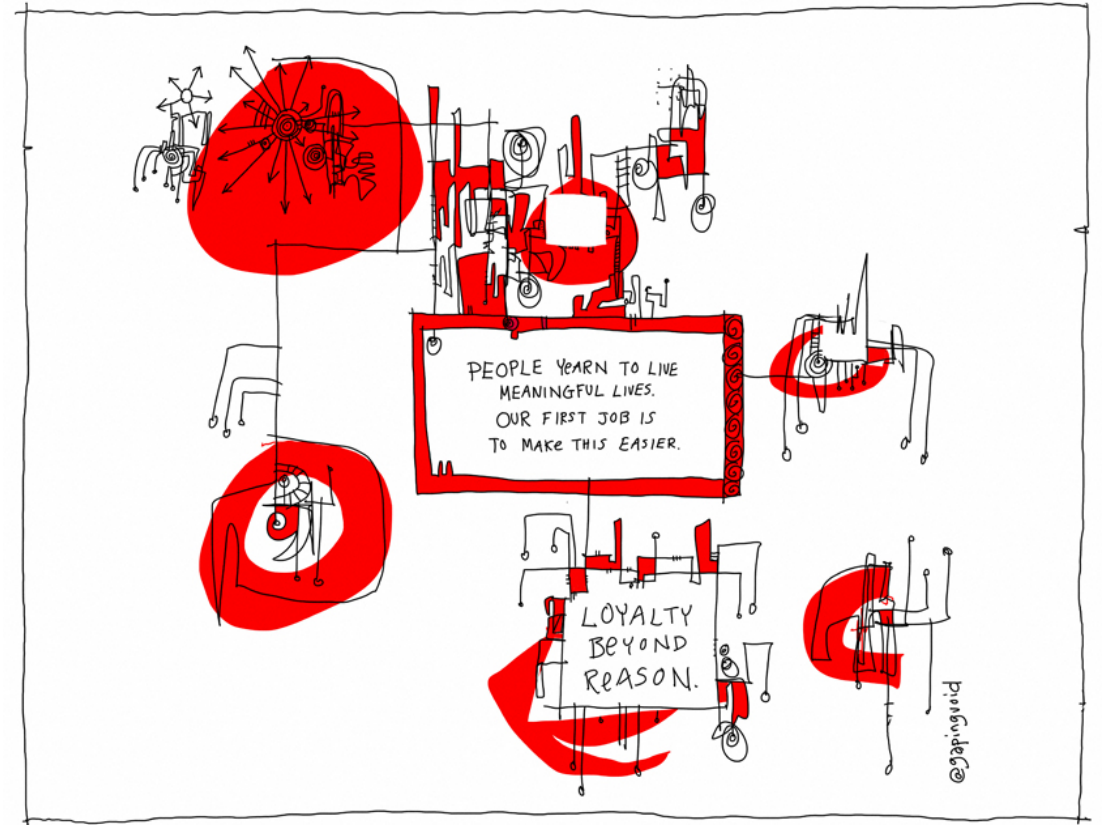
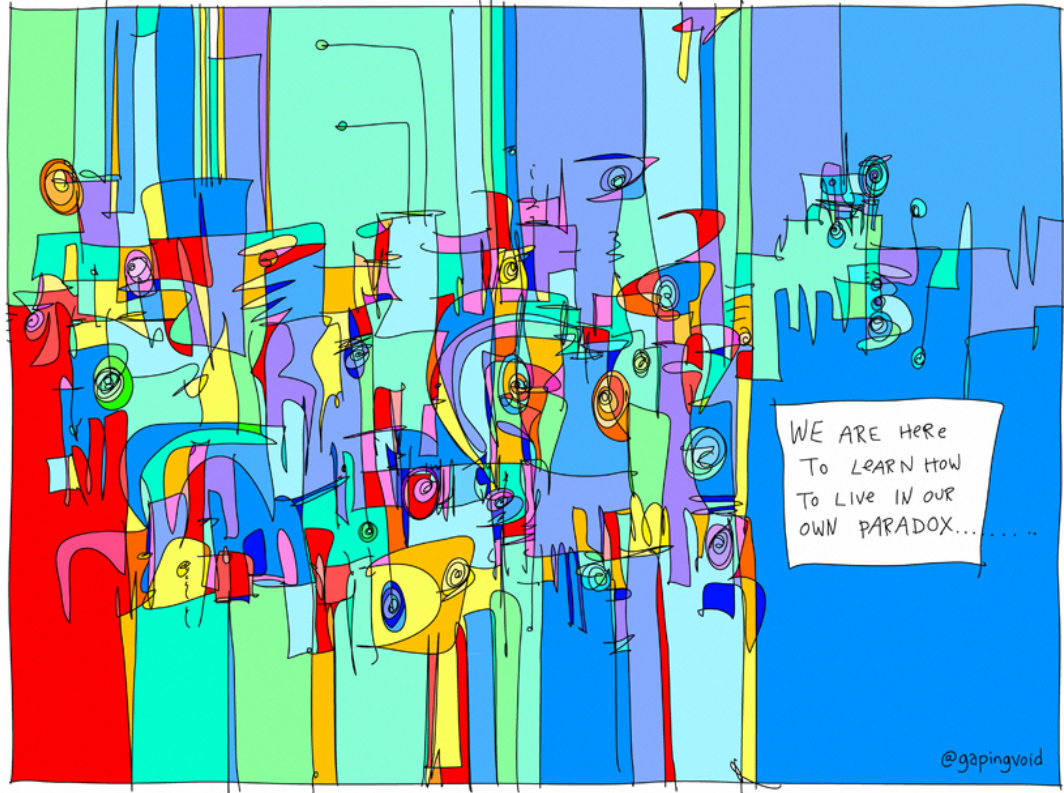










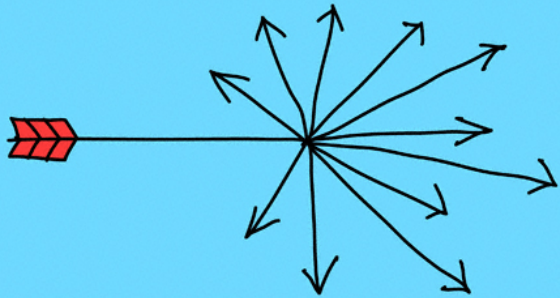




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OUR NEW COMPANY DIRECTION:



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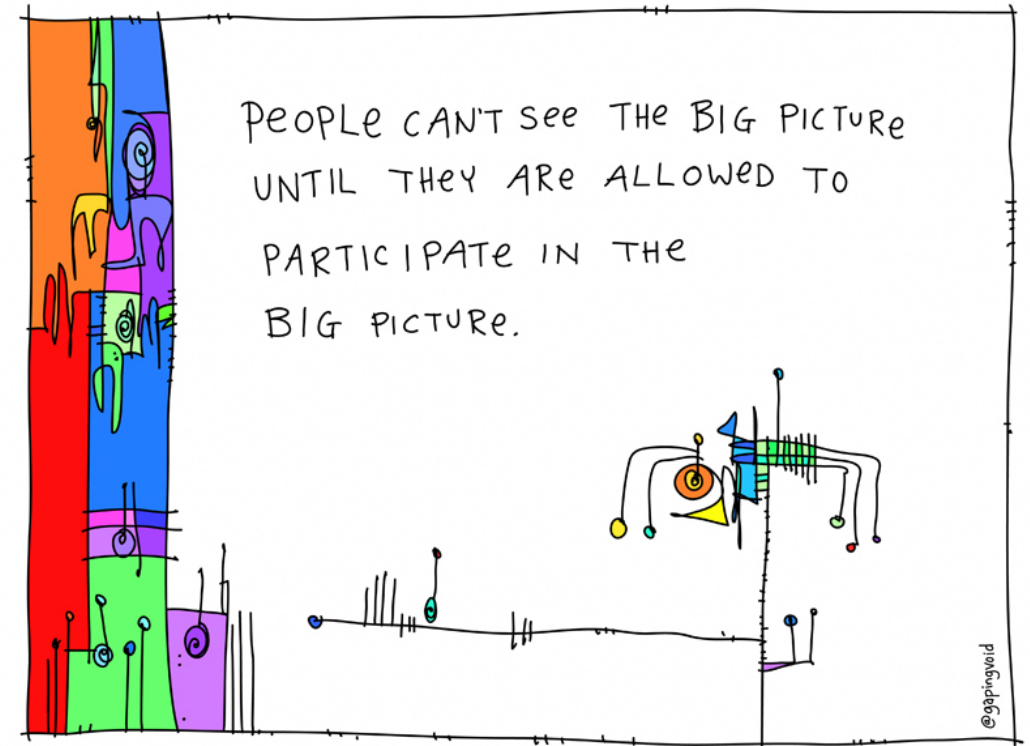
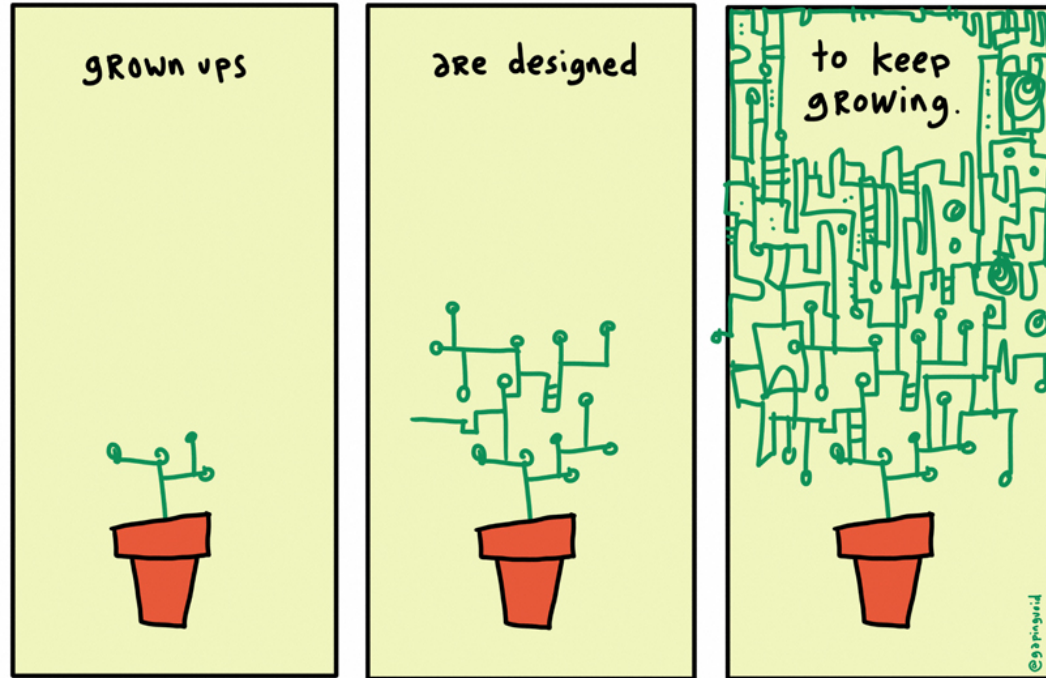
WORK ETHIC.

PERMISSION TO  
BE OURSELVES.

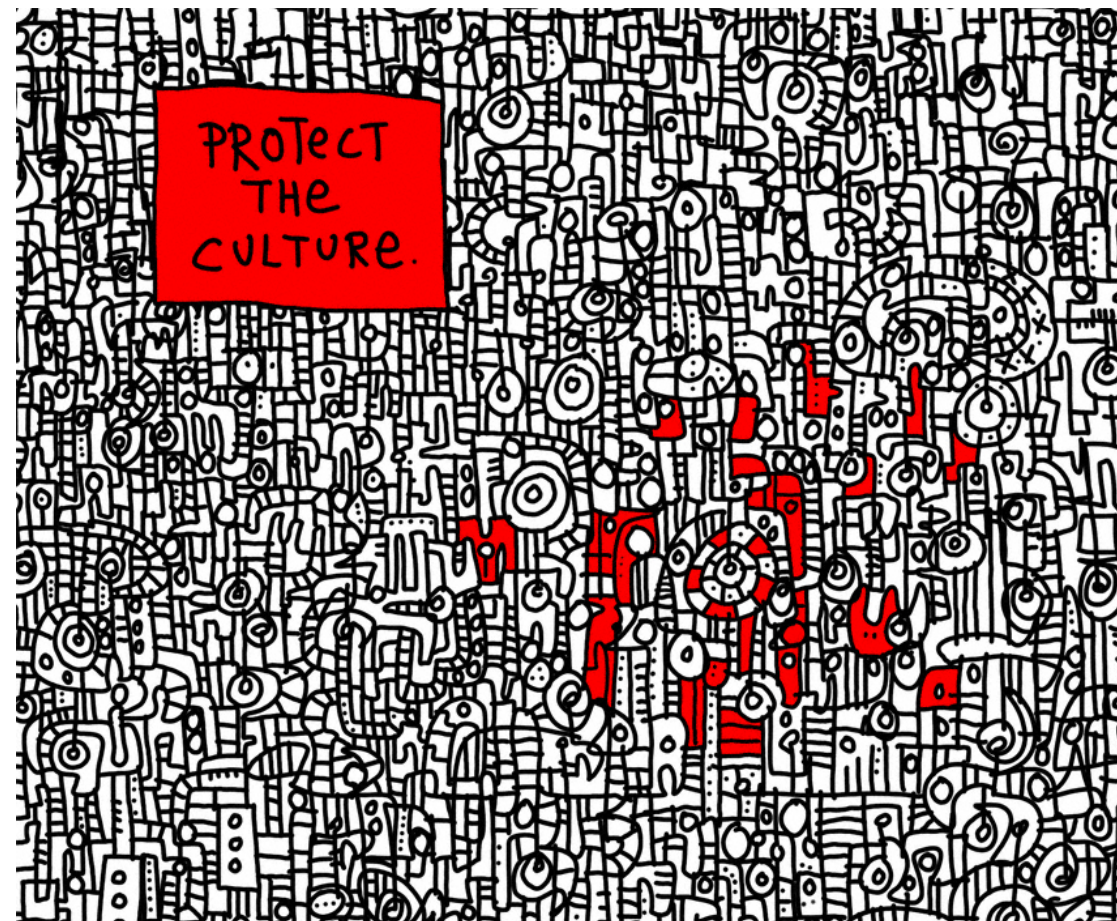
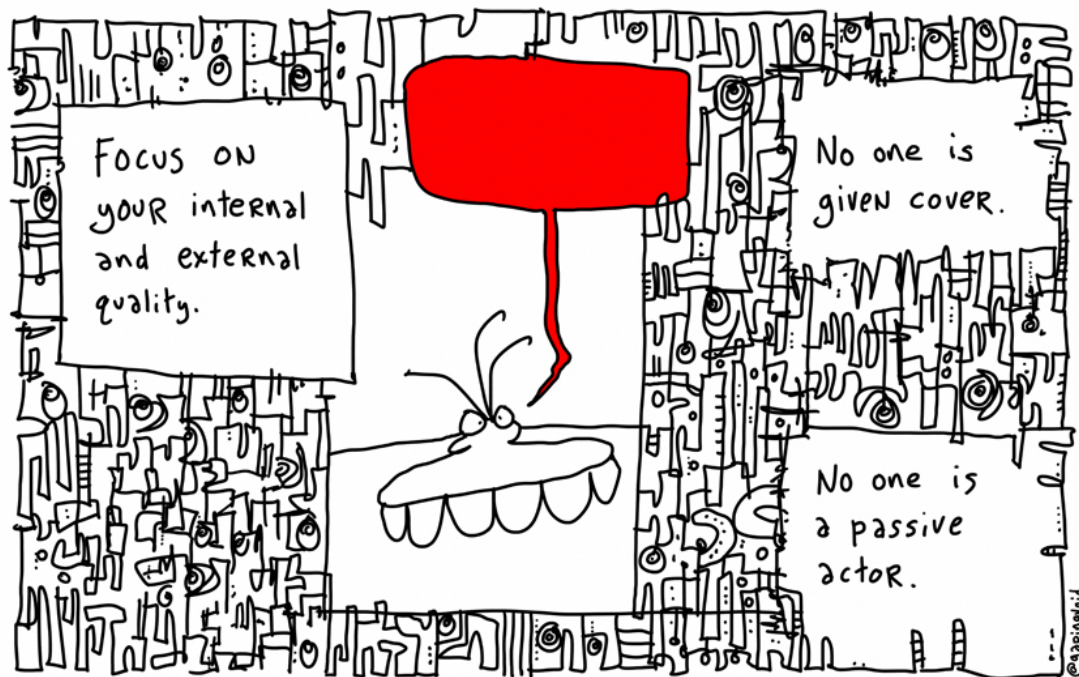
ACCOUNTABILITY.

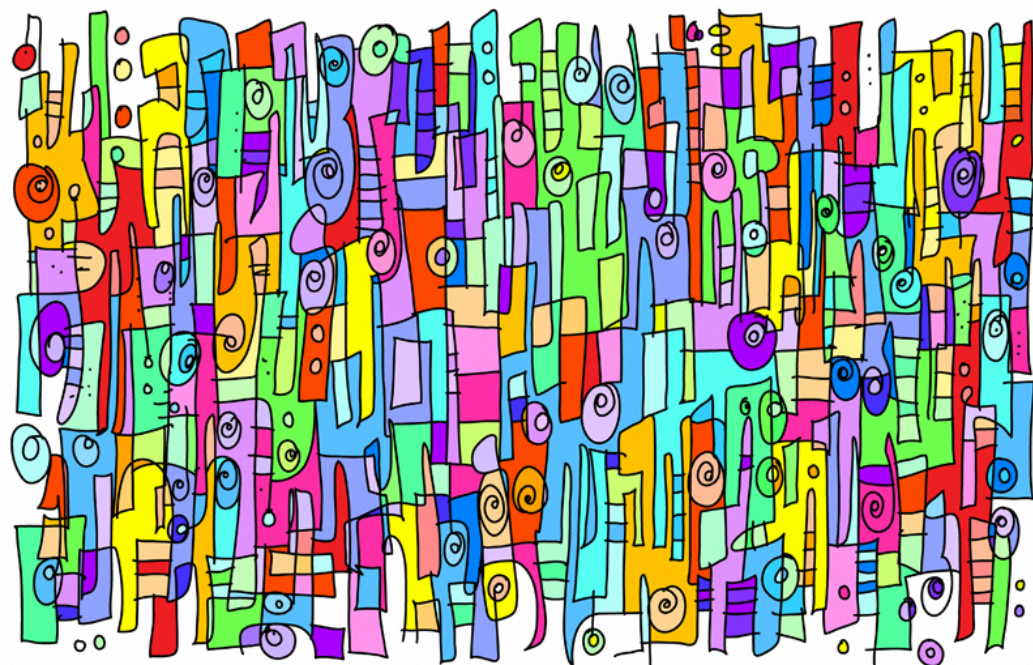
CULTURE.

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"Zappos is about showing people what is possible."

—Brent, CTO

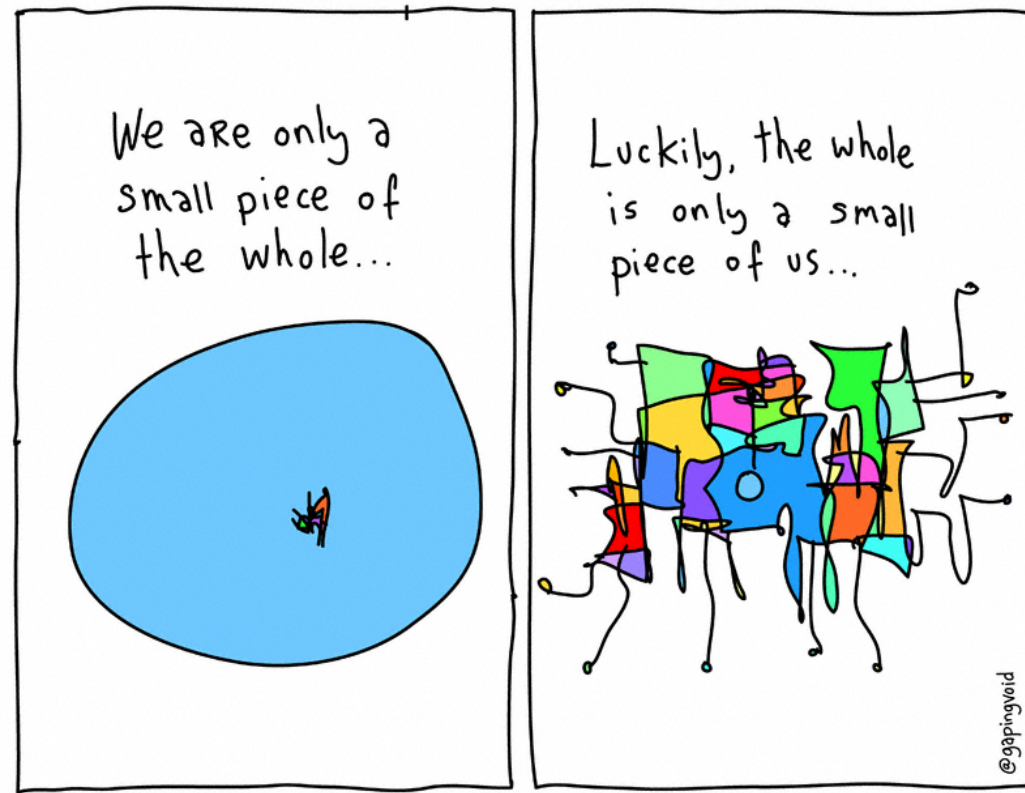
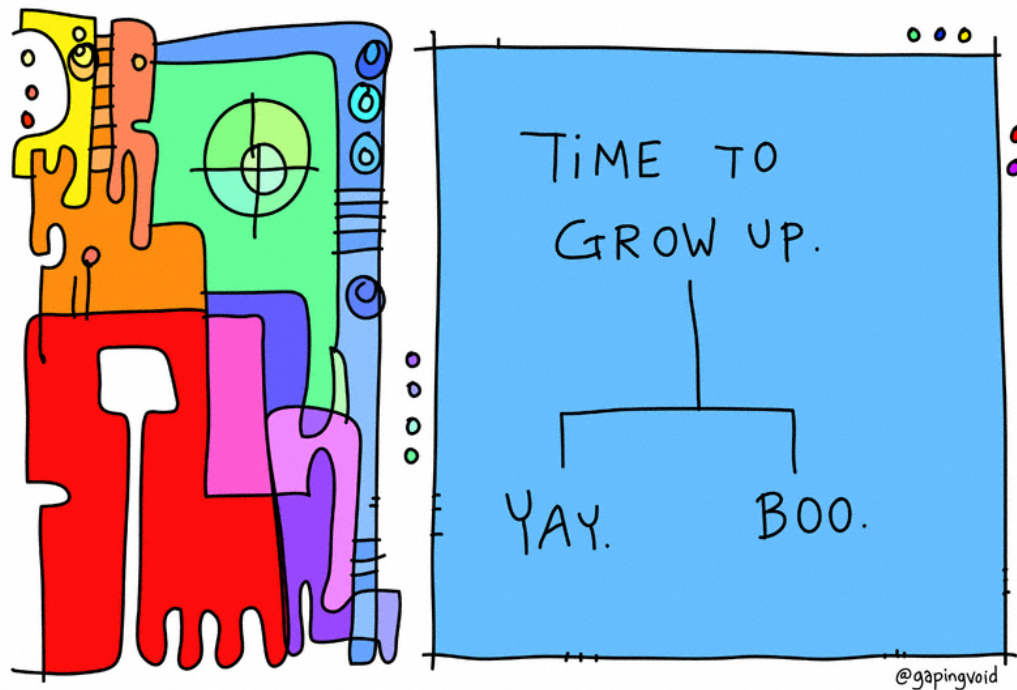
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What is beautiful about our culture is it's self-perpetuating.

@gapingvoid





**We turn organizations into purpose-driven communities.**

Creators of Culture Science<sup>™</sup>, we combine research in the areas of behavioral science, social learning, and neuroscience, applying new tools and methodologies that turn culture into a management system.

**We believe that every person can and must fall in love with their work.** This is achieved by creating meaning and connection that both meets the needs of the individual and the organization. **This is a deliberately designable process.**

The power of culture, however, isn't simply about creating employees who are more engaged. **It is about the dramatic impact of culture** to deliver sustained operating results.

Over the last dozen years, Gapingvoid has served purpose driven organizations as diverse as Microsoft, Intel, VMWare, US Air Force, Departments of Defense, AT&T, MIT Sloan School, Yale University and Zappos.

We apply Culture Science<sup>™</sup> to a broad set of solutions that include building cultures that support innovation, patient experience, digital transformation, and diverse & inclusive organizations. Our End-to-End Culture Design<sup>™</sup> solutions address the holistic needs of the organization.

**We work for purpose-driven organizations** run by influential leaders looking to achieve greater connection and alignment to their goals.

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[culture@gapingvoid.com](mailto:culture@gapingvoid.com)  
786-622-2282



U.S. AIR FORCE

